DEPARTMENT OF COMMERCE · UNITED STATES OF AMERICA

APRIL 15, 1974

Commerce Today

New Trade Centers Will Build Pacific Exports

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FROM THE SECRETARY

A Time For Business Statesmanship

On April 30 it now appears controls on price, wages, and profits will expire.

"Now that controls are ending," an economist friend said to me the other day, "business and industry will have a great responsibility—a very clear and highly visible responsibility—to hold down prices and avert a crippling inflation." I agreed, of course. But I objected strongly to the inaccuracy of his phrasing.

It is not "business and industry" that will bear this great responsibility. It is the thousands of individual managers and owners who will be charged with holding down costs and making the pricing decisions on the products and services that constitute the near-boiling blood of the nation's economy. For "business and industry" is simply the general noun, the name we use to describe the collective actions of the men and women who conduct the commercial affairs of the nation.

Going a step further beneath the veneer of words, let's consider the two key elements of that word "responsibility": One is trust, and the other is freedom—the freedom to determine one's own acts. Without freedom to act, responsibility can neither be claimed nor imposed. Without trust, it will not be offered—or at least, it will not be offered for very long.

Business managers will shortly be given, and in many cases have already been given, the freedom to determine the prices of their products and services across the board. The American people, in effect, acting through their representatives in the Congress, are placing their trust in their business leaders to halt the inflation that is eroding their savings and their salaries. The American people are opting once again for the free market—and the freedom of action and self determination the free market gives—as the best solution to the economic problems of the nation.

The choice has profound implications for the future of private enterprise, for the future of American business and industry that has been nourished by it, and for the future economic strength and prosperity of America itself, which depends so much on the creative combination of both. As Emerson said: "A creative economy is the fuel of magnificence." And creativity, in any area of human affairs, has never flourished without freedom.

But if business and industry executives violate the trust of the American people and abuse the freedom to set their own prices, they will be virtually asking for pervasive controls, stronger than we have ever seen. If everyone rushes to grab every fast nickel, the inflation fires will be ignited anew, and there will be a certain and volatile reaction from Congress and the people.

Individual executives, concerned with and intimately involved with the profit performance of their respective companies, may find many reasons to raise prices. Similarly, labor executives may find urgent cause to claim higher wages. But no single reason or cause will justify the disastrous impact that runaway wage and price increases will have on the stability of the nation's economy. No member of the economic community of interest that binds labor and management can afford to ignore the elemental economic fact that two and two always equal four, and that the piper will be adding up the bill *all* of them must pay.

I am not arguing that there should be *no* price and wage adjustments. On the contrary, I am pleading for moderation and restraint, for enlightened self interest that will benefit everyone, just as the inevitable consequences of immoderation and unrestraint will burden everyone.

Rather than seeking the easy way of raising prices to protect profits—or perhaps I should say the illusion of the easy way—managers should concentrate on the more fundamental approach of improving productivity, achieving greater economies of scale and reducing waste—especially energy waste.

President Nixon has presented a responsible budget for fiscal 1975, a budget that will provide ample stimulus for the economy without fanning inflation. The economic prospects for the second half of the year are good. We expect a healthy upturn from the current pause. But the current rate of inflation will vitiate that growth, severely. It is up to our business and industry leaders to justify the public trust placed in them by the expiration of controls, and to act responsibly in holding down prices, rather than to react mindlessly for their own immediate, and narrow interests.

Frederick B. Dent

Commerce Today

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COVER: *The 14th and 15th U.S. Trade Centers abroad were inaugurated last month in Taipei, Republic of China, and Seoul, Korea. Photos show (clockwise): Prime Minister Chiang Ching-kuo inspecting one of 20 company displays at the Taipei center; U.S. Ambassador Walter P. McConaughy and Under Secretary of Commerce John K. Tabor at another Taipei display; Prime Minister Chiang Ching-kuo inspecting a locally-assembled Ford auto that was displayed at Taipei; a company representative showing his products at the Seoul center to Korean Minister of Commerce and Industry Chang Yie Joon and Under Secretary Tabor. Story on Page 5.*

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Foreign Investment In The U.S. Grows

Economic Highlights is prepared by Dr. Sidney L. Jones, Assistant Secretary of Commerce for Economic Affairs.

Considerable attention has been focused on the growth of American assets abroad. The importance of similar foreign investments here is not widely recognized. The early economic development of the United States was facilitated by inflows of foreign capital. After World War II direct foreign investment again increased in response to the usual market motivations and the expanding role of multinational firms. In 1973 the pace accelerated as foreign firms attempted to participate in the world's largest and most diversified market.

The value of foreign direct investments in the United States was $14.4 billion by yearend 1972 compared to a total of $3.4 billion in 1950. The value of American direct commitments abroad totaled $94.0 billion compared to a value of $11.8 billion in 1950. The surge of foreign investments in manufacturing industries over this period increased that sector to 50 percent of the total. Petroleum investments have also increased substantially and now rank second ahead of foreign interests in insurance and other finance industries.

Reinvested earnings of U.S. affiliates have been a larger and more stable source of financing for foreign direct investments than have new capital inflows which have tended to be quite irregular. The large increase of such investments in 1973 is consistent with this pattern and should not be interpreted as a negative threat to our domestic economy in terms of any meaningful transfer of ownership abroad. Although several very large firms operating in the U.S. are foreign owned, their relative share of any particular U.S. industry is still minute.

The United Kingdom has traditionally had the largest holdings in U.S. firms and this share has remained relatively stable over the years even though the emphasis has shifted from insurance and financial interests into manufacturing and petroleum assets. Canadian direct investments have historically ranked second followed by some very significant Dutch and Swiss holdings established many years ago. Since 1965 West Germany has rapidly increased its investments here, particularly in a few specialized technologies. There have also been some highly publicized Japanese investments in recent years in trading companies, real estate and a few manufacturing establishments but the value of such acquisitions is still relativeiy small.

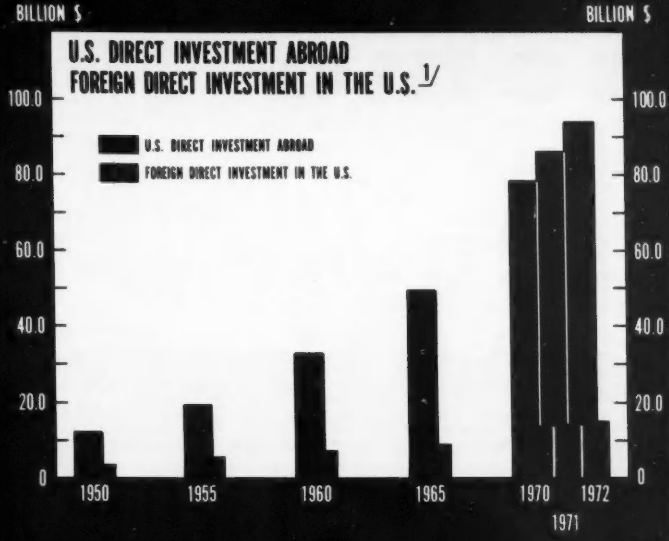
Many foreign firms have been operating in the United States for 50 to 150 years and their specialty consumer and industrial products have assumed an "Americanized" image. Other foreign manufacturing firms have entered the U.S. markets more recently to exploit particular technological advantages. The scope of direct investments here continues to become more diversified and now includes marketing and distribution, banking, real estate development, office buildings, natural resource development, textiles, and assembly plants for providing consumer products which were previously imported.

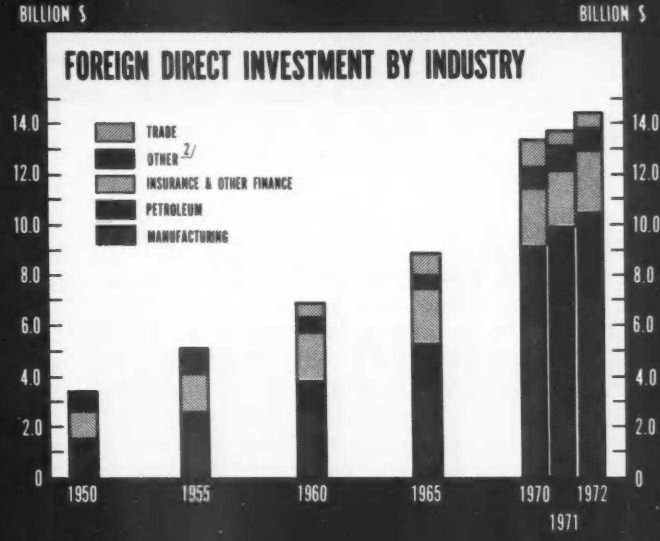
While most of these direct investments have created new operations, some foreign firms have preferred to enter the competitive U.S. market through joint ventures or the acquisition of existing companies. The latter approach has enabled some foreign firms to gain immediate access to managerial talent, mass production techniques, technological capabilities, and extensive marketing facilities. During 1973 there were 12 public tender offers by foreign investors for existing firms valued at more than $850 million. While such acquisitions attract great attention, the relative importance of such investments needs to be compared to the massive number and value of all U.S. firms and the annual rate of new capital investment in the United States. The continued growth of U.S. investments abroad should also be carefully considered.

The basic attraction, of course, is the profit potential offered by the massive U.S. market and favorable business environment. As business firms around the world expand the scope of their operations, they naturally turn to the U.S. market to exploit their special advantages involving patents, special production processes, engineering, design, etc. The realignment of the dollar's exchange rate has stimulated even more interest by reducing the effective costs of such investments.

The basic U.S. policy has been to admit foreign firms on the basis of equality with domestic companies with a few minor exceptions. Federal restrictions prevent foreign ownership of firms involving national security, the exploitation of certain natural resources, or in which special fiduciary responsibilities are important. Aliens are limited in their share of ownership of enterprises engaged in coastal or inland shipping, domestic radio communications, domestic air transport, hydroelectric power production, and the production or use of atomic energy. There are also limitations on foreign ownership of mineral rights and requirements for reciprocal treatment of American firms by other governments. Individual states may also have investment restrictions, particularly for land holdings. Foreign-owned firms are naturally required to obey various U.S. anti-trust and regulatory rules.

In general, foreign investments in the United States have been a positive variable in the economic development of the U.S. even though the cumulative value of such commitments is relatively small. Continued investments in specialized activities will continue to contribute to our economic development as does the free flow of U.S. capital and ideas to other nations.


U.S. DIRECT INVESTMENT ABROAD
FOREIGN DIRECT INVESTMENT IN THE U.S.[1]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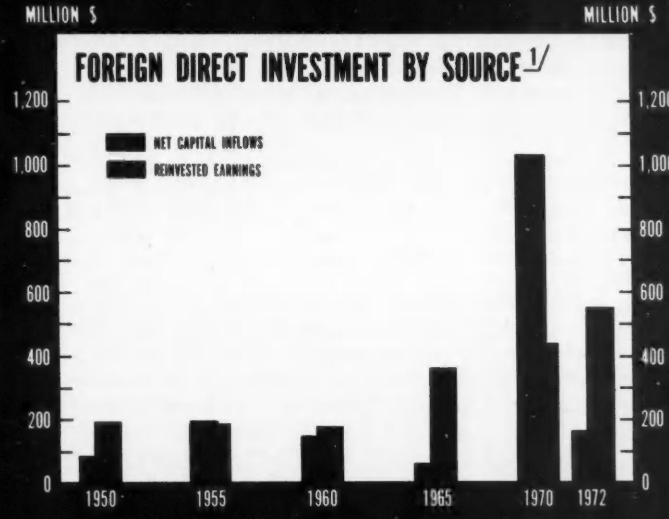
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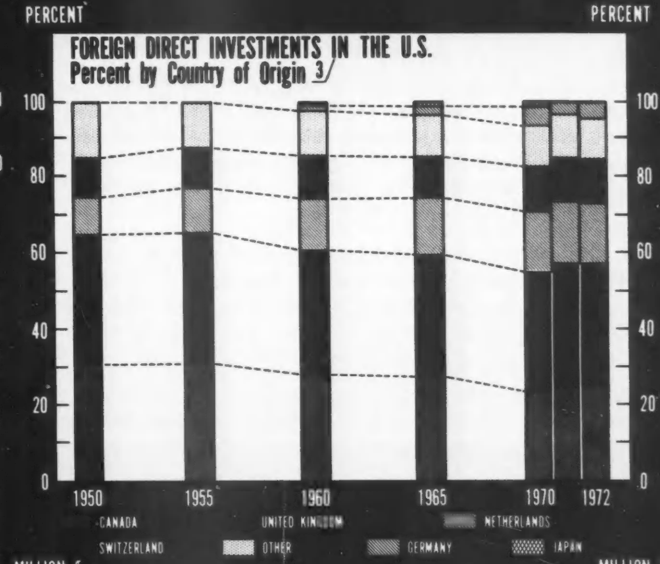
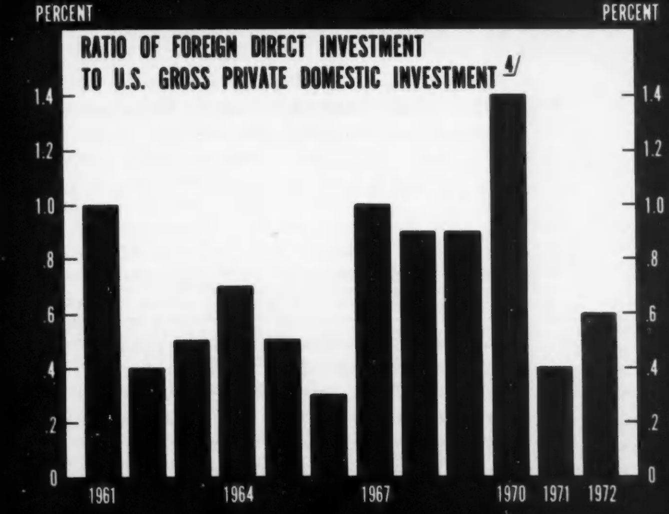
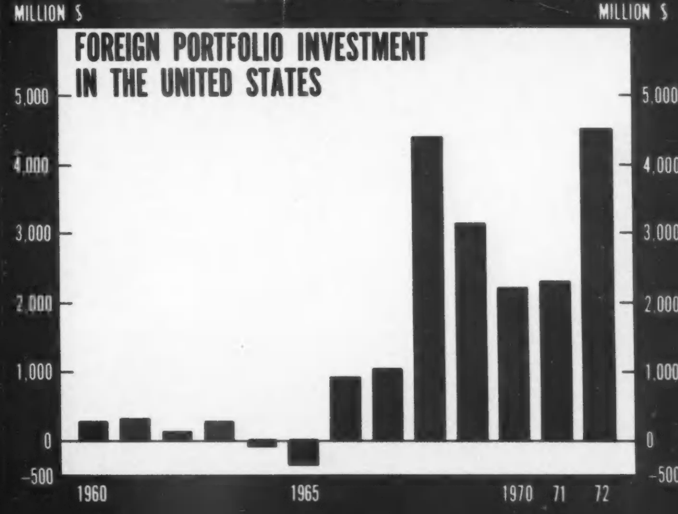

FOREIGN DIRECT INVESTMENTS IN THE U.S.
Percent by Country of Origin[3]


RATIO OF FOREIGN DIRECT INVESTMENT
TO U.S. GROSS PRIVATE DOMESTIC INVESTMENT[4]


FOREIGN PORTFOLIO INVESTMENT
IN THE UNITED STATES

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[1] Value at year end

[2] "Other" includes trade in 1950 and 1955

[3] "Other" includes Germany and Japan in 1950 and 1955. Japan is not included for 1971 and 1972 because the value of Japanese investment in the U.S. was negative, largely reflecting prepayment during 1971 for imports from Japanese parent firms. Despite improvements, the Japanese direct investment position remained negative in 1972.

[4] U.S. gross private domestic investment, less residential structures

Newsmemo

No delay on worldwide trade negotiations. Olivier Long, who heads GATT, the General Agreement on Tariffs and Trade, recognizes the arguments for holding off the scheduled GATT talks: monetary dislocations, the energy crunch, inflation problems. But he sees a stronger argument for moving ahead now: elimination of trade barriers can help instill an all-important sense of security in world trading circles and thus lead to greater stability in prices.

The "P" in "V.I.P." has a $17.8 million note. Readers of our Feb. 18 issue know that "V.I.P." meant "Visit, Investigate, Purchase" by foreign buyers at the Nat'l Hotel & Motel Equipment Show in New York's Coliseum last fall. A post-show survey of exhibitors reports that the "Purchase" amounted to $142,000 in floor sales, $17,750,000 more sales expected over a 12-month follow-up period, 74 foreign distributorship agreements signed, and 127 others being discussed. The V.I.P. Program aims to encourage foreign buyers to attend U.S. trade shows--and 5,000 came to the hotel show. For another story on this same subject see Page 21.

The enormous effect of new oil prices on world trade can be assessed in several ways. In overall dollar totals, the world's oil bill will go up to about $100 billion in 1974 from last year's total of $40 billion, says Robert E. Shepherd of Commerce's Office of Energy Programs. Another way to look at it is offered by Shepherd: a year ago one bushel of wheat exported would just about balance a barrel of oil imported. Now, it takes 2½ to 3 bushels to maintain the balance.

A glance down the rostrum will show the widespread interest in metric changeover, when the National Assn. of Manufacturers holds a metrication conference this month. A legislator, a union leader, a scientist and an engineer will address the NAM meeting in Washington April 25-26 for trade associations. They are Rep. Robert McClory of Illinois; Thomas Hannigan, International Brotherhood of Electrical Workers; Dr. Malcolm O'Hagan, American National Metric Council, and Richard Hurd, vice president, engineering, Bethlehem Steel, among others.

Industrial and automotive air pollution measurement will become more accurate through a new technique to improve detection devices. Developed by chemists at Commerce's National Bureau of Standards, it measures intensity of fluorescence, and can be used as the basis for an accurate, fast and simple air pollution detection instrument that registers levels of nitric oxide. Precision in air pollution readings is needed for fair and effective enforcement of the Clean Air Amendments of 1970. These limit the amount of pollutants, such as the nitrogen dioxide formed when nitric oxide is released into the atmosphere by industrial stacks and auto exhausts.

A significant step forward in solving two of the most perplexing problems facing the world today--the energy shortage and ecological pollution--is claimed for a sewage treatment plant to be built in Hiroshima, Japan. Using an oil-based, evaporative-drying technique developed by the Carver-Greenfield Corp. of East Hanover, N.J., the plant is expected to be operating by July 1975. A large part of the processing will be underground. Waste will be converted into a sterile, dry, non-polluting fuel which will produce steam. Although the plant will handle 900 tons of sewage per day, the area will be so free of odor and pollution that a baseball stadium complete with lights for night games will be built directly above the plant.

Development of an energy-saving public school building which could serve as a model for future construction of New York City school buildings has been undertaken by Commerce's National Bureau of Standards in cooperation with the New York City Board of Education. The project is to determine whether a significant reduction in fuel consumption can be accomplished in construction practices without jeopardizing the student's instruction or well-being.

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Two New U.S. Trade Centers Will Expand Exports To Pacific Nations

Against a background of expanding export opportunities for U.S. companies in the Pacific, the Commerce Department has added new U.S. Trade Centers in the Republics of China and Korea to those already existing in Japan and Australia.

Under Secretary of Commerce John K. Tabor, who helped to open the new Centers in Taipei and Seoul last month, summed up the prospects for American firms that will be using these facilities:

"The Republic of China offers an outstanding opportunity for U.S. sales. The economy is continuing its remarkable growth. The Republic of China has met its energy needs effectively both as to quantity and price. Therefore, the present expansion of its economic base involves a major opportunity for U.S. export of capital goods, technological equipment and consumer goods. U.S. agricultural products also will be in high demand. Government officials with whom I met indicated a willingness to reduce tariffs on selected items.

"Korea, a strong U.S. trading partner, has an energetic, bold and well-focused growth pattern for its economy. This offers the opportunity for sale of heavy capital equipment. The government has indicated receptivity to removal of import restrictions wherever possible, when sought."

The inaugural ceremony at the Taipei U.S. Trade Center featured displays by 20 U.S. companies already doing business in the country. Products shown ranged from typewriters and postage meters to automobiles and auto repair equipment.

At Seoul the first exhibition was of marine communications and navigation equipment and shipboard instrumentation by ten U.S. firms, all new to the Korean market.

The Taipei center has 2,500 square feet of display space, a commercial library, three conference rooms and a businessmen's lounge. It is located in the Taiwan Glass Building on Nanking Road. Exhibitions just ahead include those of industrial and scientific instrumentation, dockside and shipboard equipment, business equipment and plastics production equipment.

The Seoul center is in the American Embassy. It has 1,100 square feet of exhibit space, a commercial library, businessmen's lounge, and audio-visual and seminar facilities. Its first schedule includes planned exhibits or seminars by Leesona, North American Rockwell, Coleman Instruments, Caterpillar, Monroe Calculating, and Ingersoll Rand, presentations by the Port of Seattle and the New York-New Jersey Port Authority, meetings of a Shipboard Engineering Equipment Trade Mission, and an airconditioning equipment exhibition.

Prime Minister Chiang Ching-kuo led a delegation of Republic of China officials at the Taipei Trade Center inauguration. In his address he commented that the new center "will strengthen not only trade ties but also cooperation in other fields between the two countries" and predicted it would "help American business leaders make further contributions to the industrial development in the Republic of China."

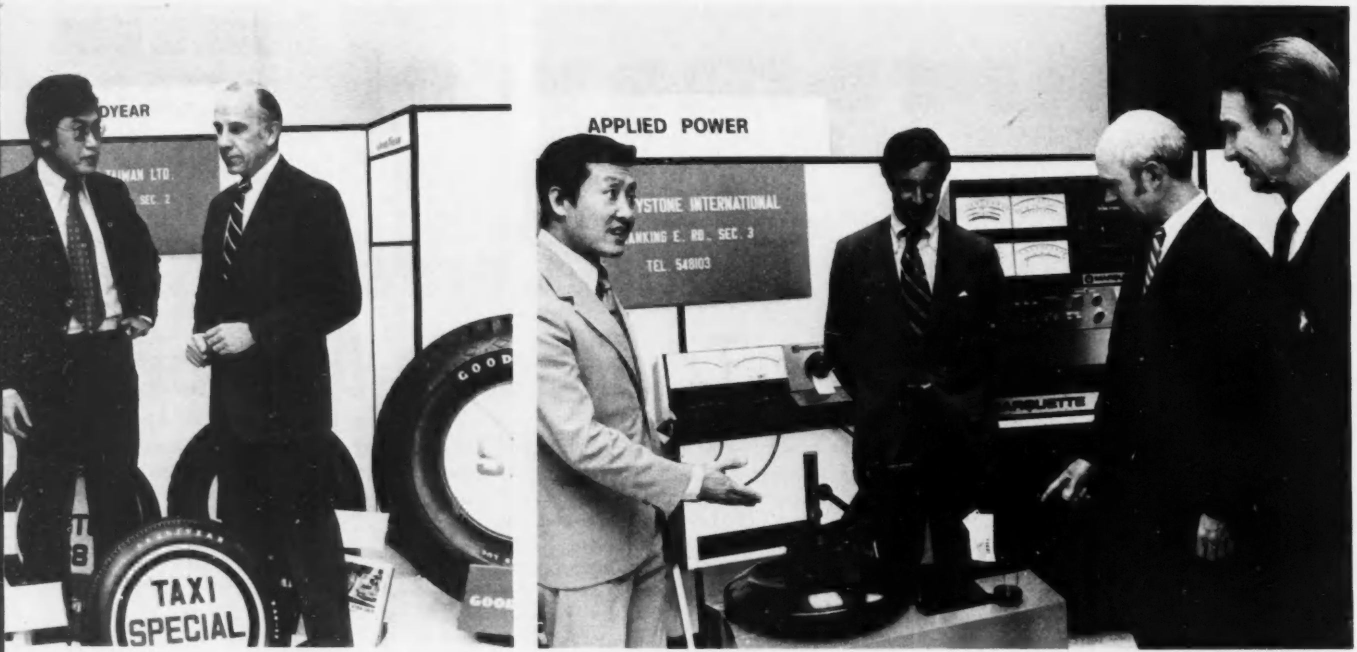
In turn, Prime Minister Chiang continued, "The government will take the initiative to expand the volume and range of Sino-American trade. The Chinese government will also help the United States to cut down the deficit in its trade with free China."

In Seoul, the Korean Minister of Commerce and Industry, Chang Yie Joon, headed the group of Korean officials that joined Under Secretary Tabor, Deputy Assistant Secretary of Commerce Marinus van Gessel and U.S. Ambassador Philip C. Habib at the Trade Center opening.

The new facility logged 248 persons during its first day of business, to view marine power, communications, ship control, alarm and monitoring systems exhibited by the following companies:

Abbott Power Corp., Buena Park, Calif.; Airmarc Corp., Bellevue, Wash.; Collins Radio Co., Richardson, Tex.; Intech, Inc., Santa Clara, Calif.; ITT Mackay Marine, Raleigh, N.C.; SGC, Inc., International,

RECEPTIONISTS AT TAIPEI—*U.S. Trade Center visitors are given registration information and assisted through the exhibition area, the commercial library, three conference rooms and a lounge by these guides.*



MEETING THE EXHIBITORS—*At the inaugural show at Taipei, Goodyear agent discussed his products with Under Secretary of Commerce John K. Tabor (right); Applied Power representative was host to (left to right) Deputy Assistant Secretary of State Daniel M. Searby, Deputy Chief of U.S. Mission William H. Gleysteen, Jr. and U.S. Ambassador Walter P. McConaughy.*

Bellevue, Wash.; Southcom International, Inc., Escondido, Calif.; Chempro-Sealol, Cranford, N.J.; Galbraith-Pilot Marine Corp., Brooklyn; and Avco/Lycoming, Stratford, Conn.

Last year the United States sent $1,167.7 million in exports to the Republic of China and bought $1,772.5 million in imports from that nation. For Korea, the comparable totals were $1,242.5 million in exports and $970.6 million in imports.

A recent report from the U.S. Embassy in Taipei on the economic trends in the Republic of China observes that 1973 was a record year for the nation's economy in almost all respects.

The growth of Gross National Product in real terms was 12.3 percent, rising to US$9.39 billion as compared to $7.69 billion and a growth rate of 11.4 percent in 1972. Foreign and domestic investment also expanded at remarkably high rates, achieving a 96 percent increase in foreign investment approvals over 1972 and a 130 percent increase in the total corporate registered capital. Total foreign trade increased by 50 percent, leaving a trade surplus of US$684 million.

Inflation, as almost everywhere, became a serious problem in the course of the year, reflecting higher import costs, and great increases in money supply. Wholesale prices increased an average of 23 percent and retail prices 13 percent, while prices of some daily necessities increased at much higher rates. The oil crisis gave a final push to rapid inflation during the last quarter, but energy shortages were not serious.

This year it is expected that there will be a slower growth rate, perhaps in the neighborhood of 7 percent at constant prices. This projection by the Economic Planning Council depends upon a number of important assumptions. These include the expectation that the Economic Stabilization Program and other anti-inflationary measures will hold inflation to about the same level as last year so that Taiwan's exports remain competitive; Taiwan's major markets will continue to take growing quantities of Taiwan products; and imports of oil and oil products will not be considerably below those of 1973.

Dramatic confirmation of the potential for U.S. sales in Taiwan came last month at the Taipei exhibition of U.S. industrial products called AMPRO-'74, sponsored by the Republic of China's Board of Foreign Trade with assistance from the U.S. Department of Commerce.

Sales by 76 participating U.S. companies during the show totaled $9,400,000, and the projected further sales over the next year are in the $40-45,000,000 range.

One exhibitor, Peggy Chun, President of Pacific Exports, Honolulu, signed three agents, made floor sales of $250,000 and expects additional sales of $2,000,000 this year after following up 1,200 leads she obtained during the show. Mrs. Chun's firm handles waste water treatment and purification equipment.

"This was our first experience with an export trade show and we were very pleased with the marketing efforts prior to the show," she commented. "We had no difficulty establishing distributors for our products due to the extensive pre-show coverage efforts. The sales leads provided by the marketing division enabled us to take home substantial orders for all four of our product lines."

Domestic investment in 1974 is expected to grow, but at a slower rate than last year, while applications for approval of foreign investment may well be below 1973, primarily because of world-wide economic conditions.

Prospects for increased sales of U.S. goods and services are very good. Price should no longer be the problem it has been in the past, as the full effect of recent devaluations of the dollar are felt. Instead, availability will become a more important limiting factor.

Despite the tremendous jump in costs of raw materials and equipment and domestic inflationary pressures, the ROC has announced its intention to push ahead with nine major infrastructure and basic industrial projects costing several billion dollars over the next few years.

The projects are the completion of the North-South Freeway; Taichung Port development; a new international airport at Taoyuan; railway electrification; extension of the railway from Suao to Hualien; construction of a 1.5 million metric tons per year integrated steel mill at Kaohsiung; development of a petrochemical complex in the Kaohsiung-Pingtung area; construction of a new port at Suao; and erection of a major shipyard development at Kaohsiung.

All of these projects offer good sales potential for equipment and design and engineering services to U.S. firms. In fact, a number of U.S. firms are already deeply involved in several of these projects. There also are good prospects for U.S. participation in several local government projects, such as sewerage and water treatment plants; and in the private sector, hotels, new industrial plants, etc. United States Steel Engineering is providing overall engineering and consultancy services for the steel mill and negotiations are under way with U.S. firms for the plate, rod and bar mills.

U.S. companies are constructing two nuclear power facilities, and will build an additional two and possibly four more; the electrification of the railway will have extensive U.S. involvement. In the petrochemical industry, one U.S. firm already has contracts worth approximately US$65 million with prospects for an additional US$65 million. Other downstream petrochemical projects are earmarked for U.S. firms either in joint ventures or design and engineering, and equipment separately.

AT TRADE CENTER IN KOREA—*Cutting the ceremonial ribbon at the Seoul Trade Center are (from left) U.S. Ambassador Philip C. Habib, Korean Minister of Commerce and Industry Chang Yie Joon, and Under Secretary of Commerce John K. Tabor.*

As for Korea, its economy grew at a record pace last year, with GNP up by 16.9 percent in real terms, as noted in a recent report from the U.S. Embassy in Seoul.

The country's 1973 expansion was broadly based, led by vigorous growth in export of both goods and services. Commodity exports increased by 57 percent in real terms as Korea benefited from strong external demand—particularly in Japan—and from price advantages resulting from 1973 exchange rate changes. A tourism boom—also principally Japanese—accounted for the major increase in Korea's invisible earnings.

Both manufacturing and public utility output rose rapidly throughout the year, and private construction continued its recovery over the 1972 slump, increasing by 44 percent. Also 1973 was a slightly better than average year for agriculture and fisheries.

LEADERS AT DISPLAY—*Republic of China Prime Minister Chiang Ching-kuo toured the exhibit hall at the Taipei Trade Center opening. To his left in photo is the Minister of Economic Affairs, Y. S. Sun.*

The growing shortage of raw materials and rapidly rising prices which affected many countries began to be felt in Korea in the closing months of 1973. In addition to their effect on output, shortages also added to upward price pressures which had become intense by the massive boosts in the world price of petroleum and continuing price increases in other imported commodities.

In view of the uncertainties of the economic climate, particularly export prospects, the Korean government is estimating that the country's Gross National Product will increase by about 8 percent over 1973, in real terms. Exports are projected to increase by 12 percent in real terms. Substantial economic slowdowns are expected in Korea's principal foreign markets, and increased Korean costs may handicap exports.

Reduced export expansion is expected to reduce growth in the main non-agricultural sectors to about half the 1973 rates with a 15 percent increase projected for manufacturing output. Because of an expected cutback in construction plans and small increase in capital goods imports, the Korean government has projected no significant increase in gross investment.

Exporters of capital goods should note, however, that despite the slowdown in economic expansion anticipated for 1974, the ambitious $10 billion, 10-year heavy and chemical industry expansion plans are still being maintained and will continue to offer many good opportunities to U.S. suppliers willing to make strong selling efforts.

Private R&D Investment Stimulus Sought In Experimental Program

In his March 1972 science and technology and 1973 budget messages, President Nixon called for a testing of possible partnership arrangements among various government levels, private firms and universities and the initiation of a series of experiments to find better ways of stimulating private investment in research and development.

This was the genesis of the Experimental Technology Incentives Program, known as ETIP, now moving rapidly into its time of testing. With some 40 experiments presently under way, it is expected that ETIP will be self-liquidating in four or five years. Benefits to business and industry could be of far-reaching significance.

ETIP is administered by Commerce's National Bureau of Standards (NBS) in close cooperation with a growing list of government agencies and private sector participants. The program gets much of its muscle from the use of contract specialists who help it to zero in on fundamental problems. The comprehensive range of experimental projects is geared to national goals for energy conservation, improving the quality of life, environmental protection, productivity enhancement, greater involvement of small business, federal/state cooperation, and improving the international competitiveness of U.S. industry. ETIP projects are carried on by NBS in tandem with appropriate agencies: the General Services Administration, the National Science Foundation, the Environmental Protection Agency, the Interstate Commerce Commission, the Federal Power Commission, the Small Business Administration, the Veterans Administration and various agencies of the Departments of Housing and Urban Development, Health, Education and Welfare, Interior, Justice, and Transportation.

Ulterior motives

Dr. Jordan D. Lewis, who took the helm at ETIP last September and immediately began moving projects from the drawing board into the active experimental stage, emphasizes the broad policy sweep of ETIP objectives:

"We're not interested in the individual experiments for themselves alone," Lewis says. "In all our projects, we have ulterior motives. Through the General Services Administration we're arranging, for example, for the purchase of 15,000 room air conditioners, modified according to new performance standards for energy conservation and noise control. We hope to make these the most influential air conditioners in U.S. technological history. If manufacturers can design new units that will be substantially more energy-efficient and less noisy, we expect that resulting innovations could be incorporated into consumer models that could reach the open market in fairly short order. But beyond this, the experiment should throw some light on the strategic use of government procurement policies to effect desirable technological change.

"For each area of concern, what we're interested in is developing and testing new federal policies and practices that will encourage private sector investment in technological change for the collective benefit of all. Government procurement practices may furnish one tool for this broad purpose; we're exploring other possibilities involving regulatory practices, research and development funding mechanisms, and assistance to small research and development firms.

Catalyst for change

Lewis envisions the ongoing ETIP projects, and others to come, as a catalyst for community-oriented technological improvement. The list of experiments encompasses widely dissimilar subjects—textiles, refrigerated rail transport, efficiency of electrical energy use, building design alternatives, health care productivity, diffusion of university research output, and many others. Each project is seen as an individual strand to be woven into a new kind of national tapestry. ETIP's managers are aware that the interrelations of government and private industry are complex and not enough is known to predict the effect on technological innovation of a change in government policy.

While the issues with which ETIP must deal are broad, the program, Lewis emphasies, must be of "reasonable duration. I have an agenda in my mind," he says, "for doing everything we need to do in about four years from now. I think there are going to be questions that we will have clearly answered and there will be other questions that we will not have clearly answered and that perhaps cannot be answered."

Lewis lists the considerations leading to initial selection of ETIP policy questions as:

1) Areas in which there exists considerable experience;

2) Activities traditional to the Department of Commerce;

3) Possible new partnership arrangements between government and the private sector;

4) Experience of foreign governments with technology incentives.

The experimenters are asking themselves pivotal questions as they fix their eyes on ETIP's stated goal: "to encourage private sector technological change so as to improve the general social and economic welfare of the nation." The questions include:

► *As a leading customer for goods and services, can the government make its purchases systematically and strategically in order to stimulate desirable technological change?* Initial projects revolve around low-noise power lawnmowers and room air conditioners, and energy-conserving frostless refrigerators, water heaters, air conditioners and kitchen ranges. These projects, carried on with the aid of the General Services Administration's Federal Supply Service, are seeking ways of matching higher federal performance standards with improved designs and products at reasonable prices. The working hypothesis is that manufacturers developing improved equipment for sale to the government will be enabled also to provide consumer versions of these products for sale to the general public.

► *How do various methods for "mandating technological change" within a particular industry compare?* When the market has not provided industry with incentives to undergo a change deemed necessary by the government, there are several approaches available to the government. It could:

- Provide tax incentives or make outright purchases for research and development;
- Engage directly in the R&D itself and upon completion require adoption of the necessary innovations by regulation;
- Announce a regulation effective after sufficient lead time for the industry itself to do the R&D and tool up for the change;

- Go through a series of increasingly stringent regulations, each requiring industry to increase the technology of its product. This project will examine the effectiveness of these alternative approaches as actually experienced in specific industries, and as experienced in foreign countries.

► *Can the adoption of regulatory codes dependent upon the use of voluntary standards be accelerated so as to speed up the introduction of important new technologies?* Nuclear power plant licensing, for example, requires the development of appropriate health and safety standards by professionals regularly employed by manufacturers, users, and others who volunteer their time for standards development on an *ad hoc* basis. A project being conducted with the Atomic Energy Commission will explore ways of shortening the considerable period thus required for standards development and reactor licensing by hiring a core staff to integrate the voluntary standards work.

► *What methods are available to small firms in "fragmented" industries for achieving the coordinated research and development required for new technology of high national priority?* There may be several reasons why a particular industry might find it difficult to respond to a technological change required by government. It may be fractionated so there is no logical place for the change to take place. Or, the industry may be comprised of small firms that are individually in no position to conduct the needed R&D and to economically comply with government's requirements. The Small Business Administration is cooperating in this project to work out techniques for resolving the difficulties.

► *How can the Interstate Commerce Commission (ICC) stimulate railroad investment in modern refrigerated boxcars, which are in almost critically short supply?* This project is carried on with the cooperation of the ICC and the Federal Railway Agency. It is testing the thesis that if the costs of the cars were systematically reapportioned, railroads would find the investment in research, development and construction of new, modern cars both advisable and profitable.

► *What is the most efficient way in which the Environmental Protection Agency (EPA) can marshal its grant and regulatory powers to cause a technology to be perfected and disseminated through an industry?* This project will systematically examine methods of combining EPA grant and regulatory functions to facilitate technological changes benefitting the environment. Several case studies and related economic theory are being assessed for insight into the incentives most likely to bring about the needed changes.

► *When the government chooses among alternative building designs, would it do well to use Life Cycle Costing (LCC) techniques allowing for trade-offs between higher initial cost and lower life-operating costs?* The thesis being tested in this experiment holds that if building construction contract awards were based on LCC predictive analyses of the design alternatives, then building envelopes, materials and equipment would be chosen to provide lower total costs over the life of the building.

► *Can health care services be made more productive through better selection of technologies?* Health care equipment is presently purchased primarily through the personal choice of individual professionals, resulting in over-use of technology some of the time and under-use at other times—a costly procedure because of the lack of systematic resource allocation. The ETIP/NBS experiment in this area is designed to develop and employ methodologies for selecting equipment on a cost-effective basis for operating clinical laboratories, patient-monitoring systems and other health care services. Cooperating are the Department of Health, Education and Welfare and the Veterans Administration, which is in a position to provide ideal testing ground because it controls 70 percent of all federal hospital beds.

Strengthen base assets

These and some 30 other current ETIP experiments have been conceived to explore means of strengthening the nation's basic assets through more creative use of labor, capital, natural resources and technology. Thus an energy-efficient room air conditioning procurement experiment may begin with questions of hardware and mechanics—improved condenser, evaporator, compressor, and so on—but these represent departure points for ETIP analysts. In the larger picture, each project reflects basic elements of the ETIP mission. That mission calls for conducting an interrelated series of experiments aimed at developing and testing federal policies providing private-sector incentives for investing in technological change, especially in socially desirable areas.

If ETIP scores a number of successes in the years ahead, they may prove to be extraordinarily significant. A few "bull's eyes" by the program's managers and cooperating experimenters could:

- Help lead to an improved U.S. balance of trade as a result of export-generating new technology;
- Increase the productivity growth rate of regulated industries;
- Help to avert a variety of threatened materials shortages;
- Lend new prominence to small business in the nation's economy;
- Provide a prototype for state product development corporations. These illustrations suggest only a few of the many possibilities.

ETIP, with its emphasis on the generation of new-product, process and service technologies, represents the embodiment of a vital trend. Sociologist Peter Drucker described this trend recently in terms of an observed new spirit in industry:

> "Ten or 15 years ago, most managements perceived their main challenges as lying within the enterprise. Today most managements perceive the important challenges as lying outside the enterprise."

Applying this spirit nationally, the ETIP enterprise provides an unusual illustration of the maxim that the whole is bigger than all of its parts.

RAILROAD INVESTMENT—*How can ICC stimulate railroad investment in critically short modern refrigerated boxcars? That is a current ETIP project testing the thesis that if car costs were reapportioned, railroads would find the investment profitable.*

Nation's Businessmen Credited With 'Jobs For Veterans' Success

Businessmen throughout the nation have played a major role in a dramatic turnaround in joblessness among returning Vietnam veterans. The turnaround saw the unemployment rate among Vietnam veterans drop from a peak of 9.8 percent in September 1971 to 3.6 percent in November 1973.

This disclosure, based on information compiled by the Department of Labor, is included in the final report to President Nixon made by James F. Oates, Jr., Chairman, National Committee, Jobs for Veterans. The Committee organized and spearheaded a nation-wide, many-sided campaign lasting more than three years to locate returning veterans in jobs, and to help them to be trained for jobs.

The results of this campaign, reflected in tables and charts prepared by the Labor Department, reveal that the wide unfavorable gap in unemployment for the Vietnam veteran prevailing in 1970 and 1971 began to shift in favor of the veteran. Non-veteran unemployment dropped from a high in recent years of 8.1 percent in November 1971 to 4.1 percent in October 1973.

"The causes of this movement are many," the report says. "There did seem to emerge, from all local reports and demonstrated community initiatives, a conscientious effort on the part of the employer to commence giving the veteran the 'edge', a major thrust of the Jobs for Veterans campaign. The Committee believed that the employer, . . . did earnestly begin to 'talk it up' and to seek out the veteran."

Unfinished job

The report, however, contends that the task of finding jobs for veterans is unfinished. It contains 20 recommendations for continuing the effort, particularly with respect to finding jobs for disabled veterans, helping disadvantaged veterans, continuing educational and vocational activities, increasing on-the-job training, continuing the GI Bill educational entitlements, and increasing job-placement activities.

President Nixon, in a recent radio address, pointed out that there had been a slight upturn in veteran unemployment in recent months. At the end of February, he said, the rate "stood at five percent, which is just below the national average.

"There are no doubt several causes—among them the problems relating to energy—but the causes are not what matters," the President said. "What matters is this: the men who fought on the battlelines in Vietnam must not come back to job lines in America. We must redouble our efforts to help these young men and women find jobs."

The President said the progress made in reducing the Vietnam veteran unemployment rate "is a credit to the federal agencies that have mobilized job programs and more especially to two private groups, the Jobs for Veterans Committee and the National Alliance of Businessmen.

"With the help of the government and public spirited businessmen," the President added, "more than 2.2 million veterans of the Vietnam era have been placed in jobs in the last 2½ years.

"There has also been progress on other fronts. Nearly three million veterans of the Vietnam era have financed their educations under the GI Bill since 1969. Education allowances have been increased by 70 percent during this same period. The number of veterans assisted through guaranteed mortgage loans has increased by 46 percent. The Veterans Administration, which operates the largest civilian medical care system in the world, is now undertaking the biggest hospital construction program in its history."

In his letter to the President transmitting the Jobs for Veterans Committee report, Oates said: "I realize that not all of our veteran job problems have been solved, but progress on all fronts has been unmistakable. We now have the means to continue veterans employment efforts in our cities and towns and our course is clear."

Oates said the Jobs for Veterans Committee only asked that the task be attacked in good spirit and faith, and that "I feel that America, its citizens and particularly its businessmen, have so responded."

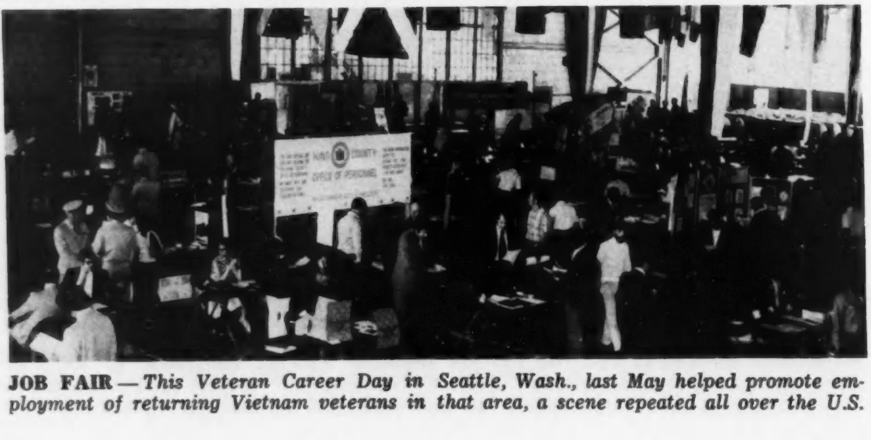
In his radio address, the President announced a series of steps to further improve services to veterans.

Taking a hard look

He directed Donald E. Johnson, Administrator of Veterans Affairs, and Roy L. Ash, Director, Office of Management and Budget, "to set up a crack management team which will take a hard look at the services provided by the VA (Veterans Administration) across the board."

He said also that he was creating a new Domestic Council Committee on Veterans Services to be chaired by Johnson and to include four Cabinet officers and others.

In addition, he directed Johnson "to conduct a thorough investigation of the conditions of our veterans hospitals and clinics, including a personal tour of some of those



JOB FAIR—*This Veteran Career Day in Seattle, Wash., last May helped promote employment of returning Vietnam veterans in that area, a scene repeated all over the U.S.*

facilities," and to report to him directly in 60 days.

"Veterans need to know," he said, "if we can find a better way of delivering checks on time. They need to know if there is a better way of obtaining medical services. They need to know if there is a better way to find training and jobs.

"Those are the kind of questions I want answered from this new look at veterans affairs, and I am asking for those answers within eight weeks."

One problem facing Vietnam veterans, the President said, is the "staggering increases in the cost of higher education.

"That is why," he said, "I have proposed that we increase their education benefits by an additional eight percent to help them overcome the forces of inflation.

"This would raise the payments to a single veteran with no dependents to $240 a month, tax-free."

In an official briefing on veterans programs following the President's remarks, Johnson said the fact is that the bulk of checks for veterans arrive on time, but that he would not be satisfied until all of them arrive on time. The important thing, he said, is that the check should be in the hands of the veteran at the beginning of the month when he needs the money.

He said the management team announced by the President is attacking the problem, that he believed a solution had been found, and that he expected it to be in operation by the time of the fall enrollment this year.

Johnson said that at the present time 51.5 percent of all eligible veterans have taken advantage of the educational benefits under the GI Bill, a greater percentage than was true of the veterans of either World War II or the Korean War, and that he believed Vietnam veteran participation would exceed the previous record by 10 percentage points.

Energy impact

The Jobs for Veterans Committee recommends in its final report that volunteer field organizations fostered by the Committee, together with the counseling, training and job placement activities of government agencies and the National Alliance of Businessmen, should continue their efforts to reduce the impact of the energy crisis on the Vietnam veteran and other service personnel scheduled to be discharged this year and next.

The report points out that, aside from the 3,500,000 veterans released to civilian life in the last three years, 470,000 service personnel are scheduled to be discharged during the current fiscal year, and a somewhat lesser number in fiscal 1975.

Other recommendations contained in the report follow:

- Concepts developed by the Jobs for Veterans Committee for mobilizing national and local efforts should still be applied in appropriate ways when needed in order "to sustain and influence public and employer interests for veterans and those emerging from our Armed Forces."
- The Veterans Administration and the Department of Labor should annually inventory disabled veterans, principally those with 30 percent disability or more, to determine their employment needs in order to insure that everything continues to be done within the limits of their disabilities to move them into the ranks of normal employment, or to upgrade them.
- The veteran unemployed population should be examined periodically and systematically in depth and on a person-to-person basis as nearly as possible to ascertain whether a hard core of unemployed, isolated, or unemployable young Vietnam era veterans has evolved who require direct attention.
- Counseling of veterans by the Veterans Administration and the Department of Labor should emphasize that education and training can be considered continuing functions during a veteran's lifetime, bringing job improvement or new career choices, and that unused GI educational benefits should be applied in pursuit of wider educational opportunities.
- Coincident with career counseling, more veterans should be encouraged to enter into technical training programs during the period of their entitlement.
- Special efforts should be made to obtain more employer commitments to on-the-job training with the aim of raising to at least 20 percent the number of veterans pursuing on-the-job technical training.
- The job fair concept and procedures developed by the Jobs for Veterans Committee should continue to be utilized at the local level, and should be promoted by the United States Employment Service and state employment offices to combat the jobless problem. Well-timed job fairs could bring out employers who have jobs not uncovered by other means.
- The task force programs set up throughout the nation in the campaign to provide jobs for veterans should be given continued support by the federal agencies having the national and local resources to aid in the effort.
- The Veterans Administration in cooperation with the Department of Labor should arrange during an appropriate period in 1974 for a survey of representative groups of veterans to gain insight into their attitudes, opinions, aspirations and problems, as was done in the Harris Survey in 1971.
- Because skills acquired in the military should not be lost, governmental and private licensing and certification agencies, labor unions in the apprenticeable trades, and the academic community should establish procedures whereby appropriate credits can be established for specific military job skills.
- The Armed Forces as a matter of policy should determine that no individual should leave military service without the acquisition of a skill having a civilian counterpart with a reasonable expectation of a job, and as a minimum a high school diploma or its equivalent.
- The career education and training programs of the military services, established to meet mission requirements, should be so developed or extended that individuals who have not been prepared for civilian counterpart skills would be provided with training to produce a civilian-related skill.
- Both the military and civilian sectors should recognize that the All Volunteer Force must be sustained. One way to insure this is through career education and training of volunteers, who if they achieve job satisfaction upon reentry into civilian life will become the best recruiters for younger men and women for military service.
- The Department of Defense should continue to organize Job Information Fairs at such locations and times overseas that their services would be provided to significant numbers of personnel scheduled to be discharged from the Armed Forces.
- Full educational entitlements of the current GI Bill should be maintained to provide continued post-service readjustment for veterans in an all-volunteer environment.
- The problem of veteran job mobility should be reexamined to determine if by administrative or legislative means a system can be established to move veterans out of ghettos, impoverished areas and declining job markets, provide them with such skill training as needed and relocate them and their families in new areas with a job guarantee.
- The Labor Department should continue to cooperate with the Department of Defense for expansion of the predischarge placement system which would link military bases with Job Banks and other Employment Service job information systems for direct job placement.
- A computerized man-job match system for job finding for all departing service personnel should be set up as soon as possible under Department of Labor management as a positive means of meeting the veteran unemployment challenge.
- The Department of Labor's U.S. Employment Service and the Veterans Employment Service and the Veterans Administration field services should be provided with such additional or specialized resources as may be required from time to time to deal with a vastly expanded veteran population.

With respect to the drug problem among veterans, the report explained that it was found to be "quite limited when compared with the veteran population as a whole," and that the Department of Commerce in October 1971 had informed businessmen "that the problem was confined to a small percent of all veterans, and that overgeneralization to all veterans would be tragic."

Energy Management Digest

IN THE MARKETPLACE...An energy-wise buying practice suggested by Dr. John H. Gibbons, director of the Federal Energy Office's conservation unit is "when buying operating equipment such as automobiles, appliances, pumps, fans, compressors, and boilers, make the selection on the basis of cost plus operating expenses over the expected lifetime of the product, rather than on the basis of minimum purchase price alone. High operating costs over a period of time can add considerably more to the total cost than the difference in purchase price."

MARYLAND'S ECONOENERGY STUDY...The State of Maryland is conducting an energy-management program aimed at long-range economic growth. With a $125,000 grant from Commerce's Economic Development Administration, the state is collecting information on the impact of energy on employment, income and tax base; and on industrial, commercial and residential construction. State officials expect the economic models to enable them to consider the implications of the energy supply on industrial employment and related jobs.

KENTUCKY COAL, A PROGRESS REPORT...The University of Kentucky's Institute for Mining and Minerals Research lists five areas in its first progress report on research to produce synthetic crude oil from coal. The seven-page summary deals with geology and economics, gasification and liquefaction of Kentucky coal, low Btu gas and solid desulfurized fuel, measurement of inhibition isotherms for Kentucky coal and caking characteristics of Kentucky coal during gasification. The university conducts the research in cooperation with Ashland Oil Corp. and the National Science Foundation.

SAFETY,AMID CONSERVATION...In the wake of the energy shortage three insurance organizations are advising industry that the personal safety of workers and the up-keep of plant facilities should be kept foremost in mind when adopting special procedures in efforts to maintain normal plant operations despite fuel shortages. Underscoring this concern, the American Insurance Association, Insurance Information Institute and Insurance Services Office are participating in a joint effort to keep the public informed on safety and insurance aspects of the energy shortage.

TIPS FOR ENERGY SAVERS..."Have your car tuned up twice a year," the Federal Energy Office advises. "It can save as much as 10 percent on gasoline costs. For the nation as a whole annual tune-ups would save about 140,000 barrels per day...Also, keep the engine air filter clean. Insufficient air wastes gasoline."

EDITORS' ENERGY KIT...Editors of corporate magazines, newspapers and newsletters will have access to a new energy information kit containing graphics on energy demand, per capita consumption of energy and the gap between supply and demand. The new kit also includes a fact sheet and general background on energy conservation efforts in industry. The Commerce Department's Office of Energy Programs will mail the kit to 3,500 editors of house organs. Kits are also available by mail from the Office of Energy Programs, U.S. Department of Commerce, Washington, D.C. 20230.

ALUMINUM ASSOCIATION'S EFFORT...The Aluminum Association's energy conservation program is built around the industry's "Committee of 300,000" formed in January 1973 to involve the 300,000 aluminum industry employees in acting on industry problems. This year the committee is directing its attention to energy conservation at home and at work. The Commerce Department's SavEnergy Citation was presented the Aluminum Association for "multiplying the benefits of each individual company's energy-saving innovations by making them known throughout the entire industry." Its members account for 100 percent of the primary aluminum produced in the U.S. and 82 percent of the fabricated aluminum shipped in the U.S.

DOMESTIC BUSINESS REPORT

Energy Shortage Seen Having Little Impact On Industry's '74 Capital Investment Plans

The actual and prospective shortages of fuels and other energy sources have had virtually no effect on the overall total of capital expenditures planned for 1974, according to a recent survey conducted by Commerce's Bureau of Economic Analysis.

The special survey, conducted as part of the Bureau's regular canvass of business investment programs in late January, revealed that 20 percent of the firms surveyed had changed their capital spending programs because of energy shortages; the impact of such shortages varied among the major industry groups with largely offsetting effects on 1974 investment programs.

Several industries reported an increase in their 1974 spending expectations due to the energy situation; these include such principal energy producers as petroleum refiners and gas utilities. Railroads also raised their spending plans substantially. Most industries, however, trimmed their investment plans, with airlines reporting the largest relative reduction.

In manufacturing, capital expenditures projected for 1974 were raised by $360 million, about three-fourths of one percent, primarily reflecting the expanded petroleum refining. Nonmanufacturing investment programs declined $240 million, about one-half of one percent below what they would have been if energy considerations had not arisen.

Firms responding to the February 1974 plant and equipment expenditures survey were asked: "Would the new capital expenditures reported for the year 1974 have been different if there had been no actual or expected shortages of petroleum products, gas, and electricity?" Those firms indicating "yes" were asked to indicate the extent to which energy considerations affected their expenditures.

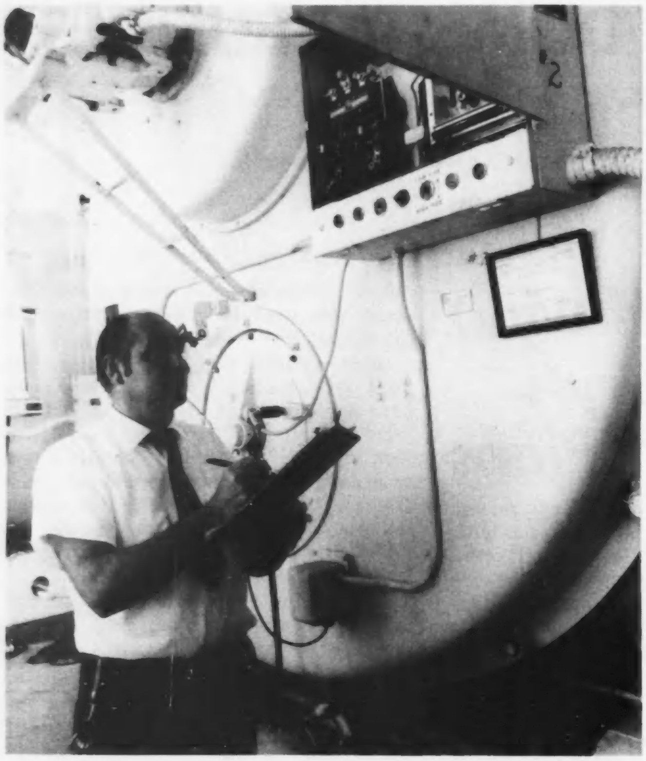
However, by February many firms may not have been able to assess fully the consequences of the energy situation on their 1974 capital spending programs. Moreover, because of the complexity of investment considerations, it is difficult to pinpoint the precise effect of any single factor. Thus, the estimates of changes in investment programs due to the energy situation shown in the accompanying table should be considered as approximations.

Energy's Effect On 1974 Business Investment

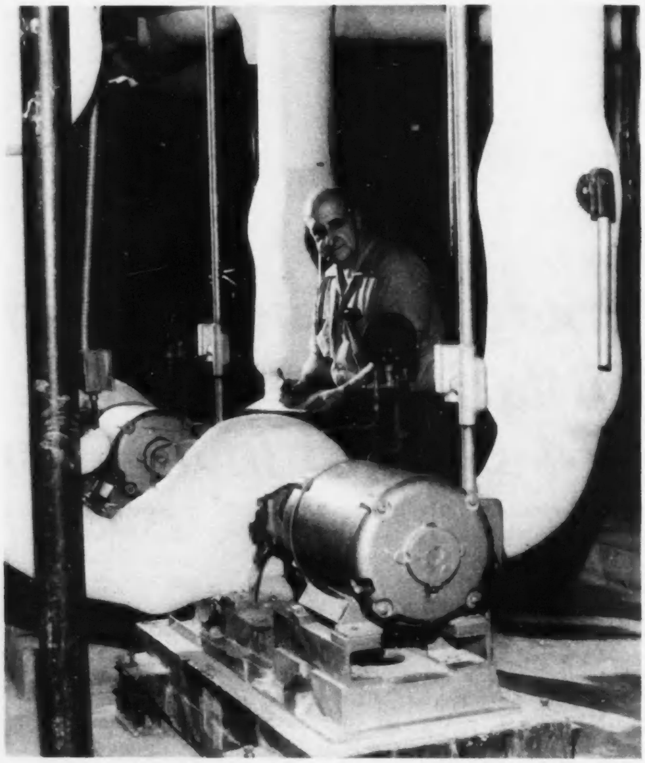
	Projected 1974 capital expenditures[1] ($ billions)	% of firms reporting changes	% of total capital expenditures			Amount of change ($ billions)
			Increases	Decreases	Net change[2]	
All industries	112.72	20	1.3	1.4	—.1	—.06
Manufacturing industries	45.37	20	2.0	1.3	.8	.36
Durable goods	22.64	19	.4	1.1	—.7	—.16
Primary metals	4.31	23	.2	.6	—.3	—.02
Blast furnace, steel works	1.79	27	.4	.2	.2	**
Nonferrous	2.13	24	*	.7	—.7	—.01
Electrical machinery	3.19	17	.4	1.3	—1.0	—.03
Machinery except electrical	3.91	14	.6	.3	.3	.01
Transportation equipment	3.87	29	*	1.9	—1.9	—.07
Motor vehicles	2.86	27	*	2.0	—2.0	—.06
Aircraft	.72	11	*	1.2	—1.2	—.01
Stone, clay, and glass	1.48	42	1.0	2.7	—1.7	—.02
Other durables	5.89	14	.5	.9	—.5	—.03
Nondurable goods	22.72	22	3.7	1.4	2.3	.52
Food, including beverage	3.59	24	.9	1.9	—.9	—.03
Textile	.80	13	1.4	.7	.6	**
Paper	2.50	25	.8	.8	*	**
Chemical	5.31	19	1.7	.6	1.0	.06
Petroleum	7.18	56	9.3	2.0	7.3	.52
Rubber	1.67	42	1.0	2.1	—1.1	—.02
Other nondurables	1.66	10	.5	1.3	—.8	—.01
Nonmanufacturing industries	67.36	20	.8	1.4	—.6	—.42
Mining	3.20	23	2.6	.7	1.9	.06
Railroad	2.38	11	2.1	.1	2.0	.05
Air transportation	2.11	50	2.1	5.2	—3.0	—.06
Other transportation	1.61	30	.9	2.2	—1.3	—.02
Public utilities	22.20	34	1.1	1.4	—.3	—.06
Electric	18.62	26	.5	1.4	—.9	—.17
Gas and other	3.58	46	4.5	1.5	3.0	.11
Communication	14.15	17	*	.2	—.2	—.03
Commercial and other	21.71	14	.4	2.1	—1.7	—.36

* Less than 0.05 percent. ** Less than $5 million.

[1] Expectation in January and February 1974. [2] Differences between percentage increases and decreases may not equal net change because of rounding.



CLEANING TIME—*Hot weather's the best time to clean, repair boilers, burners, and the entire heating system. The building will be ready for winter and late fall service crises will be avoided.*



INSPECT COMPONENTS—*Have all mechanical components inspected every fall and spring. Too-low chilled water temperatures, frozen linkages, stuck dampers mean poor performance.*

Now It's Time To Conserve Energy On Cooling Systems

Here are a dozen ideas to help a building keep its cool this summer, and almost certainly give a dividend in cold cash besides.

Donald Watson, systems utilization manager for Honeywell's commercial division, cautions that simply turning thermostats up or down won't do the job.

"Modern air-conditioning systems are designed to create constant year-round comfort regardless of what's happening outdoors," Watson asserts.

"But spiraling energy costs mean that interior conditions will have to change as the outdoor weather changes," Watson warns. "This means that the 'brains' of the system—the controls—must be adjusted to minimize interior temperature changes, yet economize on energy. Unless the adjustments are made properly, an owner may find he is spending more to get less performance."

While Watson's recommendations won't fit every store everywhere, most businessmen can help keep their cool all summer long by applying some of these suggestions.

- Reset thermostats to 76 degrees, higher if employees and customers do not object. (Forestall complaints by telling them what is to be done and why.) It takes a lot of energy—and money—to cool a building, so every degree saved is money in the bank.
- Shut down cooling—but not ventilating —at 5 o'clock in the afternoon (earlier if possible) and let the building "coast" for the rest of the day. Heat buildup will be tolerable.
- Program ventilating systems to gulp in night air to precool the building, so it will be possible to hold off turning on mechanical cooling for a couple of hours each morning.
- Get some time programmers to lock out mechanical cooling at night, on weekends.
- Install special sensors that continually compare indoor, outdoor temperatures, automatically select outdoor air for cooling whenever practical.
- Even better, install an enthalpy control system that monitors total heat content (temperature plus humidity of indoor and outdoor air, selects whichever requires least cool-down. (Dry indoor air at, say, 84 degrees can require less cooling than humid 76-degree air from outside. Enthalpy controllers measure both heat and humidity, operate air-conditioning systems to get optimum cooling for least cost.)
- Whenever the cooling's on, cut outside air intake to a minimum, zero if possible. Even a tight building will get plenty of fresh air from infiltration around windows, through doorways.
- If the building has a modern thermostat with a proportional-band adjustment, have it set at 10 degrees instead of the usual four-degree span. Don't fool with this personally; have a control professional do the job. A wide proportional band means the thermostat "soaks up" temperature fluctuations without continually turning the cooling on and off.
- Make sure the building can breathe. Dirty air filters, clogged air intakes, slipping or broken fanbelts waste performance, boost costs.
- If the building has a lot of fixed windows, especially on south or west walls, consider some sort of sunscreens. All summer long the air-conditioning is fighting intense solar heat buildup. While heat from the sun can be a plus in winter, in summer it's murder.
- Have the control system checked out at least yearly (twice a year is better). Make sure the compressor is drained of condensation, filters cleaned, thermostats calibrated.

If the controls are not working right, the air-conditioning system cannot work right. It's like driving 50 miles an hour with the transmission locked in low.

- And have a specialist check the entire mechanical system once a year at least. What you want is a lean keen machine that wrings maximum performance out of every operating dollar. Anything less is costing money.

Study Of Pre-Cooked, Frozen Food For GIs Should Aid Industry

A Commerce unit has launched a study to evaluate the economic feasibility of feeding military troops in the field with frozen cooked food. The study is part of a total effort under way by the Army to improve the ratio of combat troops to service personnel.

The study by the Bureau of Domestic Commerce's Consumer Goods and Services Division will include an evaluation of where the industry is now, its production capacity, technical status and discussion of growth factors and influences as they relate to industry's ability to meet the Army's special demand for various types of food in a frozen pre-cooked state.

The report will then analyze the industry's capability and willingness to provide frozen cooked food menu items to the Army, in what quantity and at what cost.

Finally, the study will deal with developments in the frozen food industry through 1985, dealing with technological advances as well as expected capacity increases.

"While no firm decision has been made by the military, the frozen cooked food study could provide the basis for a substantial future marketing opportunity for the frozen food industry," says Norris A. Lynch, Director of the Consumer Goods and Services Division.

Census Made Special Counts Of 68 Places In June-Dec. '73

Special censuses were conducted by the Census Bureau in 68 places during the second half of 1973, according to a new census report.

A special census is usually taken at the request and expense of a local government. Results are often used to update the population base for state tax fund allocations.

Single copies of the report, "Summary of Special Censuses Conducted by the Bureau of the Census between July 1, 1973 and December 31, 1973" P-28, No. 1508 may be obtained for 25 cents from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402 or from some Commerce District Offices.

Special Unit Assembles Data Base For Use As Energy Clearinghouse

Everyone *talks* about the Energy Crisis . . . here's a sampling of what Commerce is *doing* about it.

The echoes of President Nixon's Energy Message had barely died out when the Industrial Energy Analysis Group sprang into being in the Bureau of Domestic Commerce last November.

The most significant activity of this Commerce team is its cooperation with the Federal Energy Office. After contributing information to FEO for use in writing allocation authorizations, the BDC unit was asked to develop and monitor a series of 13 short-term industry studies to be performed for FEO by private consulting firms.

The 60-day studies are attempting to identify relationships between energy consumption and the industries involved. They cover the heaviest energy-using industries in the economy: food and allied products; logging, lumber, paper and allied products; industrial chemicals; plastics, synthetic rubber and plastic products; petroleum refining; hydraulic cement; concrete plaster and gypsum; basic iron and steel; non-ferrous metals; motor vehicles; contract construction; coal mining, and ground freight transportation.

The 13 industries account for 10 million jobs, 75 percent of the fuel and energy used in manufacturing, 100 percent of the fuel and energy used in construction, and 50 percent of the fuel and energy used in mining.

For each industry covered within each major industry group, the studies will focus on:

- ► What fuels and energy are used in what processes;
- ► Variations in fuel and energy use;
- ► Current fuel and petroleum product supply and inventory situation;
- ► Possibilities for substitution or conservation of fuels and petroleum products and the associated savings, timing and costs;
- ► Current constraints on industry operations related directly or indirectly to energy shortages and other factors.

The studies are designed to provide the Federal Energy Office with basic information on industrial energy consumption and supply, and will lay the foundation for further analysis of industrial energy use.

Inter-agency effort

The series is a $723,133 inter-agency effort, funded by the Departments of Commerce ($450,000), Housing and Urban Development ($89,000), and Transportation ($80,000), and the Federal Energy Office ($104,133).

Draft copies of six final reports have already been received and the rest are due in the near future. The studies will not be published individually, but will be assembled, together with additional statistical data gathered by the Industrial Energy Analysis Group, into a multi-volume report which will be available for public review in both FEO and Commerce.

U.S. Swaps Fuel Oils For Canadian Crude: Nets 232,500 Barrels

The United States is receiving a net petroleum product gain of 232,500 barrels of crude oil during April through a U.S.-Canadian arrangement under which 465,000 barrels of Canadian crude oil will be delivered to the United States in return for 46,000 barrels of distillate fuel oils and 186,500 barrels of residual fuel oils that the United States has licensed for export to Canada.

The 465,000 barrels of Canadian crude oil involved in the arrangement are separate from the normal monthly Canadian allocation of crude to the United States.

The fuel oils licensed for export to Canada will be used by ships destined for the United States with lumber and other forest products from British Columbia.

"This increases supplies of petroleum available to U.S. consumers and it employs our unused refinery capacity to help our Canadian neighbors," said Secretary Dent.

"The arrangement also helps to ensure that there will be continued waterborne shipments of needed lumber, newsprint and pulp to the United States during a period when rail transportation is unavailable and third country bunker fuels would be difficult to find and very expensive," Secretary Dent added.

Asian, Inc., Of San Francisco Wins $150,000 Contract

Asian, Inc. a San Francisco-based minority business development organization, has received a $150,000 one-year contract from Commerce's Office of Minority Business Enterprise (OMBE) to assist minority business development.

Under the OMBE contract, Asian, Inc. will provide minorities such business support services as business plan review, financial packaging, marketing assistance, and ongoing management and technical assistance to minority business.

OMBE Director Alex Armendaris said "These local organizations are the key vehicle for delivering business help to minority entrepreneurs."

Changes Coming To U.S. Retail Industry Seen To Increase Productivity, Profits

Increasing automation in the retail industry in the way of electronic point-of-sale terminals, computer systems and automatic reading devices will have an important impact on the productivity and profitability of that industry. That is the verdict of James R. Williams, president of the National Retail Merchants Association.

Speaking to a recent automation conference at Commerce's National Bureau of Standards, Williams said "the systems which the equipment manufacturing community can offer represent an opportunity to attack increasing costs to the retailer which are, in turn, reflected in increased prices to the customer. It is only through a compatible technology for merchandise identification, voluntarily accepted by all concerned parties, that the hoped-for economies and increased productivity can be achieved by the retail industry."

Williams points out that "because the competition is so fierce and because so many of the costs of operating our business are beyond our control, such basics as fuel, electricity, interest rates, real estate taxes, minimum wage, etc., our only hope for increased profits, without raising prices to the consumer at an inflationary rate, is in increased productivity."

Everyone profits

This means that "more American goods will be finding their way to American consumers, quickly, efficiently, and less expensively. The retailer profits, our vendors profit, the computer industry profits, and more importantly, our nation's economy profits," he said.

The conference provided a forum for discussion between industry groups leading the development of automated systems for grocery and general merchandise retailing. It attracted manufacturers, suppliers of merchandise and grocery products, consumer groups, trade associations and discount organizations among others. Sponsoring was Standards' Institute for Computer Sciences and Technology.

Robert A. Stringer, vice president, General Foods Corp., explained to the conference how electronic terminal and scanning equipment being introduced into the marketplace does improve labor productivity.

"These systems are considerably faster than conventional cash registers," said Stringer. "In store tests, checklanes moved 60 to 70 percent faster. This means not only improved productivity but also less waiting time and more convenience for the supermarket shopper. With the items price contained in the computer file, it may not be necessary to price mark each individual item. Checker training time is reduced because the terminal system requires minimal learning time."

He predicted that by year's end, a small but significant number of retail stores will be equipped with scanners and automated checkstands. The number will grow during 1975, he said, "with growth limited only by the capability of automated checkstand manufacturers to produce and deliver the new equipment.

Stringer added that "once automation is established at the supermarket checkout counters across this land, consumers are going to expect something like it the other stores in which they shop."

Timely Satellite Data Warns Against Shipping Dangers, Flood Threats

Timely satellite information on ice in the Great Lakes and Alaskan waters, on the current location of the Gulf Stream, and on potential flood threats in major river basins is available to U.S. shippers from Commerce's National Oceanic and Atmospheric Administration.

The experimental services, provided by NOAA's National Environmental Satellite Service, are based on detailed, half-mile resolution images obtained by very high resolution radiometer systems aboard polar-orbiting NOAA spacecraft.

Each winter, ice closes ports and shipping lanes in high latitudes, forcing commercial vessels to remain idle and hampering military ship operations. To plan sea transport in these areas, marine interests need to know where ice exists in ports and along sea routes, and whether it is forming or breaking up.

The United States, Canada, and other nations operate aircraft reconnaissance programs to gather this information. Although the reconnaissance is costly and complex, the economic savings and increased safety afforded to shipping operations have justified the expense. Now earth-orbiting satellites permit more efficient aerial surveillance over vast areas.

Ice charts based on NOAA high-resolution images are prepared and disseminated through National Weather Service facsimile circuits on a regular schedule. Great Lakes ice analyses, issued twice weekly, show open water as well as areas where ice cover ranges from 10 to 30 percent, 40 to 60 percent, 70 to 90 percent, and 100 percent. Experimental ice analyses covering the Bering, Chukchi, and Beaufort seas and the Gulf of Alaska are issued weekly. These distinguish between new and multi-year ice and indicate estimated thicknesses of young and first-year ice.

Weekly charting

Each week, the Satellite Service prepares and transmits an experimental Gulf Stream analysis chart, showing the surface location and extent of shelf water, slope water, the Gulf Stream itself, and associated cold and warm eddies, as revealed by surface temperature contrasts depicted in high-resolution infra-red images from satellites.

Information on the Gulf Stream is of special interest to the shipping and fishing industries. Ships plying East Coast routes make use of the current to speed northbound runs and save fuel. Vessels heading south stay clear of the Gulf Stream, which would slow their progress. The satellite data show the frequent meanders in the Gulf Stream.

Commercial fishermen can use the data on water-mass boundaries from these charts to increase the efficiency of their operations. The nutrients on which fish feed accumulate on the boundaries between shelf and slope water and between slope water and the Gulf Stream, and large concentrations of commercially significant fish are usually found in such areas.

To forecast future river flow and flooding, and to estimate potential water supplies, hydrologists in many areas must take into account the amount of water stored in the form of snow. In the western United States, seasonal snow accumulation is measured at thousands of surface locations, and aircraft are used to survey snow cover.

Second Quarter Aluminum Set-Aside Same As First's

The aluminum set-aside for defense orders for the second quarter 1974 will be 125 million pounds, the same as the set-aside for the first quarter 1974.

The second quarter set-aside represents about 3 percent of projected total industry shipments for the period. It is established under the Defense Materials System (DMS) to meet the estimated requirements of the Department of Defense, Atomic Energy Commission, National Aeronautics and Space Administration, and related defense programs.

Under DMS, defense orders are accorded priority. Priority (Authorized Controlled Material) orders for aluminum must be accepted by suppliers unless they exceed the set-aside established for individual producers, or specific provisions of the DMS regulations and orders allow rejection. Letters of notification previously issued to individual producers of aluminum controlled materials will remain in effect.

Despite Problems, U.S.-USSR Maritime Pact Is Distinct Plus

In addition to spurring a vigorous increase in trade with the Soviet Union, the U.S.-USSR Maritime Agreement has also invigorated the maritime shipping industry.

At the time that the Agreement went into effect a considerable portion of the American tanker fleet—some 45 ships aggregating more than a million tons—was laid up for lack of employment. Not only were these vessels returned to service to transport the exports of U.S. grain, but they were also available to carry back 3.7 million tons of petroleum products to help alleviate the energy shortage.

Howard F. Casey, Deputy Asst. Secretary of Commerce for Maritime Affairs, points out two other major provisions of the accord which should benefit the U.S. maritime industry.

First, the accord opened up 40 ports in each country to easier access by ships of the other nation. Previously, a 14-day advance request for entry to all ports was stipulated by both countries. Under the Agreement only a four-day advance notification is required for entry in the designated ports.

The second principle of particular importance to firms engaged in the U.S.-USSR trade calls for the American and Soviet merchant fleets to carry "equal and substantial" shares of the oceanborne commerce between the two countries. This provides each national fleet with access to at least one-third of the bilateral cargo movement, whether it is shipped directly between the two countries or by transshipment through third countries. The remaining one-third is open to carriage by ships of any other nation.

The equal sharing is measured by the U.S. dollar freight value of the cargoes carried, which is principally computed in terms of rates established in international conference tariffs.

To date the volume of general cargoes shipped between the two countries has been rather modest, but is accelerating rapidly. During calendar year 1973 the estimated value of shipments of liner cargoes in the U.S.-USSR trade was $250 million. Although the breakdown of these shipments by the flag of the carrying vessel is not yet available, it is apparent that a high percentage was transported in Soviet ships and a very minor portion in American vessels.

The Russians acknowledge this disparity in the carriage of liner cargoes during the first year of operations under this Agreement and have taken steps to correct it during the current year. In recognition of their obligations they have agreed to ship all suitable cargoes by American vessels, loading or discharging at U.S. ports, until a parity position has been attained. This will benefit not only American vessel operators but a large segment of the U.S. maritime community—ports, terminals, stevedores and other shoreside maritime interests.

The priority assignment of general cargoes to U.S.-flag vessels has already been instrumental in inducing two American operators to schedule direct calls to Soviet ports, one to Odessa and one to Leningrad. As this trade grows and more effective procedures are instituted for the offerings and bookings of cargoes, a regular direct American-flag liner service between the United States and the Soviet Union probably will be established, according to Casey.

Experience to date gives evidence that the Maritime Agreement is a workable document that provides substantial advantages to all interested parties—American, Soviet and third countries. It has taken time to implement and that process is still going on.

"We are pleased," Casey reports, "with the cooperation we have received from our Soviet counterparts in making conscientious efforts to resolve problems as they have arisen. We are certain that in that spirit of cooperation we can accomplish what both we and the Soviets desire, and that is to provide the best shipping services possible to foster and accommodate increased trade between these two great nations."

First Lady To Preside At Spokane Expo Opening; U.S. Commissioner Named

America's First Lady, Mrs. Richard M. Nixon, has accepted an invitation to preside at the May 4 opening of the International Exposition on the Environment at Spokane.

Expo '74, the only "World's Fair" planned during this decade, is the official event of the United States' Bicentennial celebration, and has been officially sanctioned by the 36-nation Bureau of International Expositions in Paris, the international body regulating such events. It is the first international event of its kind to be held in this country since the United States became a member of the BIE in 1968.

"Mrs. Nixon's presence will be extremely helpful in launching this first World Exposition on the Environment," Commerce Secretary Dent said, adding, "We are delighted that she will be able to take part." The Department of Commerce is the lead agency in planning and developing Federal participation in Expo '74, and has supervised construction, design and administration of the $11.5 million Federal Pavilion, which Secretary Dent will dedicate.

The Exposition, which will celebrate "Tomorrow's Fresh, New Environment," will continue through November 3, and has already drawn 70 participants, including 10 nations. In addition to the U.S. Pavilion, there will also be pavilions representing the Soviet Union, Japan, the Republic of China (Taiwan), the Republic of Korea, Canada, Australia, Iran, West Germany, and the Philippines. The States of Washington, Montana, Idaho, and Oregon will also have pavilions, as will the Smithsonian Institution and a number of the country's leading industrial firms.

The 100-acre exhibition site encompasses the shore, islands, and spectacular falls of the Spokane River in downtown Spokane.

In a related event, President Nixon has nominated Spokane businessman James G. Critzer as Commissioner General of the U.S. Pavilion at Expo '74. Critzer will be responsible for the operation of the U.S. Pavilion and such other U.S. Government activities as presenting the national viewpoint statement, representing this country in seminars involving national participation, and arranging U.S. National Day at the fair.

Critzer has been owner and president of a truck equipment distributing organization in Spokane since 1950, and has been active in the planning of Expo '74.

He is the founder and president of the Inland Freight Traffic Service Association and past president of several Chambers of Commerce in the Spokane area.

Mechanical Failures, Their Consequences, Cure, Prevention Are Topics Of May Symposium

Mechanical failures—their consequences and how they can be presented—will be studied at a May 8-10 symposium at the National Bureau of Standards in Gaithersburg, Md. The meeting will be the twentieth in a series sponsored by the Mechanical Failures Prevention Group, which includes representatives of several public and private organizations concerned with the problem.

Discussions will concentrate on how failures happen, their economic and ecological consequences, and their implications for business, industry, health, consumers and public policy.

For details, contact H. C. Burnett, B264 Materials Building, National Bureau of Standards, Washington, D.C. 20234 (301-921-2951).

Pollution Detection Items Seen Needed For Worldwide United Nations Network

Manufacturers of pollution detection equipment are in line to supply a worldwide network of environmental measuring stations being proposed by the United Nations Environmental Program.

The monitoring system would be a keystone of EARTHWATCH, a proposed environmental assessment program to speed warning of potential hazards, the concept for which was established at the 1972 United Nations Conference on the Human Environment in Stockholm.

A February UNEP conference approved recommendations on the pollutants and environmental conditions to be observed, the kinds of networks to be established, and arrangements for collecting and storing data gathered by the system.

Pollutants selected for monitoring by the global system are, in order of priority: 1) sulfur dioxide and suspended particulates in the air, and radionuclides in food; 2) ozone in the air, and DDT and related compounds in the food chain and in man; 3) cadmium in food, water, and man, nitrates and nitrites in food and water, and nitric oxide and nitrogen oxide in the air; 4) mercury in food and water, lead in food and air, and carbon dioxide in the air; 5) carbon monoxide in the air, and petroleum hydrocarbons in the sea; 6) fluorides in fresh water; 7) asbestos in the air, and arsenic in water; and 8) mycotoxins and microbial contaminants in food, and reactive hydrocarbons in the air.

The monitoring effort approved at the conference also encompasses meteorological, hydrologic, geophysical, and climatic observations, as well as indicators of water and soil quality, and of the health of man, animals, and plants.

The observations would be made by networks of global (baseline), regional, and local monitoring stations. Existing national and international facilities would be incorporated in the networks and new stations established where needed. The United Nations Environment Fund would support purchases by developing countries participating in the program.

Another proposal was the creation of regional monitoring centers by agreement between nations. These centers would collect, process, and store regional data, provide education and training, perform such services as analysis, instrument calibration, techniques development, quality control, and guide regional projects.

MESBIC Managers Get Insights From Venture Capital Experts

Officials of the nation's 67 Minority Enterprise Small Business Investment Companies (MESBICs) met recently on the Newark campus of Rutgers University to discuss making the most effective use of the venture capital which these units are supplying to minority businesses throughout the country.

Sponsored by the U.S. Department of Commerce's Office of Minority Business Enterprise (OMBE), the conference was the first gathering of its kind. Some 125 MESBIC managers, venture capital specialists and government officials were on hand for the three-day meeting.

Licensed by the Small Business Administration, MESBICs provide a source of venture or expansion capital for business firms owned or operated by socially or economically disadvantaged members of minority groups, including blacks, the Spanish-speaking, American Indians, Orientals, Vietnam era military veterans and others.

Nationwide, there are 67 MESBICs in operation, with total capital investment from private sources of $29,007,154. Under the MESBIC formula, this amount can be leveraged with SBA funding and bank financing to trigger more than one-half billion dollars in loans and equity investments to businesses operated by socially or economically disadvantaged individuals.

OMBE Director Alex Armendaris said the primary purpose of the Rutgers meeting was to add to the management skills and venture capital expertise of the MESBIC managers.

"The quality and potential for success of minority business firms assisted through MESBIC financing reflect the judgment of those who manage MESBIC investment funds," the OMBE director stated. "We called this meeting so that these managers could have the benefit of the views and experience of some of the experts in the venture capital field."

Report On U.S. Franchising Shows Big Strides By Blacks

Nearly 1,000 black-owned franchisees now operate outlets authorized by 271 of the nation's top franchisors, a recent Department of Commerce publication reports.

"Franchising in the Economy, 1972-74," notes sharp increases in minority-owned franchises, and points to the continued concentration in food stores and fast food restaurants.

"As an entree for minority entrepreneurs, franchising continues to be attractive," states Alex Armendaris, director of Commerce's Office of Minority Business Enterprise.

Nearly three million people are now employed in the franchise distribution system.

Prepared by Commerce's Office of Business Research and Analysis, the 81-page publication surveys the entire franchising scene in America. One chapter is devoted to minority opportunities.

"Franchising in the Economy, 1972-74" is available at $1.15 per copy from the Superintendent of Documents, Washington, D.C. 20402.

Maps Show Black Population, Per Capita Income, Family Income For All U.S. Counties

Three new census maps illustrate black population change and family and per capita income for all U.S. counties.

"Percent Change in the Negro Population, by Counties of the United States: 1960 to 1970" (GE-50, No. 54) in color. Colors and shading are used to indicate the concentration of Negroes by county.

The second map, "Median Family Money Income for 1969, by Counties of the United States: 1970" (GE-50, No. 56) shows counties depicted in seven colors—each representing a dollar range of median family income.

"Per Capita Income for 1969, by Counties of the United States" (GE-50, No. 57) is also a seven-color map showing per capita income in dollars. The maps are 42 by 30 inches.

Single copies may be obtained for 60 cents from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Symposium To Study Ways To Recycle Five Materials

The first in a series of materials conservation symposiums — dealing with the recovery and re-use of five classes of materials —will be held April 29-May 1 at the National Bureau of Standards in Gaithersburg, Md.

The sessions will seek to identify methods for recovering ferrous metals, non-ferrous metals, glass, paper and paperboard, and plastics materials from the nation's solid waste pile.

Individual first-day sessions will focus on such non-technical aspects as procurement and contracting, legal and political issues and case histories. This will be followed by discussions of some Environmental Protection demonstration projects, materials recovery systems and other technical aspects of the recovery process.

For details, contact R. B. Johnson, NBS, (301-921-2835).

Industry Highlights

Ferrous Scrap Supply, Prices In Year Of Export Controls

(Industry Highlights is prepared by the Office of Business Research and Analysis, Bureau of Domestic Commerce.)

An incentive for the production of ship scrap by domestic shipbreakers, including that to be scrapped at naval piers, is one of two steps taken last month to help improve the domestic scrap situation.

Under the incentive 50 percent of the excess scrap produced in each quarter above the level produced in the corresponding quarter of 1973 will be licensed for over and above regular export quotas. The other 50 percent will remain for use in this country.

The second step was the charging to the export quota of ferrous scrap content of ships sold by the Maritime Administration during the remainder of the first quarter and the second quarter.

The actions are expected to have a favorable impact on the ferrous scrap supply situation. Prices of ferrous scrap have been rising recently.

Controls in 1973

Continuing high levels of domestic and foreign demands and rising prices for ferrous scrap in the early months of 1973 led to the establishment last May 22 of a monitoring system to provide information on export demand. Ferrous scrap exporters were required to report weekly their actual exports as well as unfilled or partially filled orders of 500 short tons or more. This information was required in detail by country of destination, month of export, and Schedule B export classification.

The reporting system revealed that exports in 1973 were likely to reach 12.4 million tons, 2 million tons above the annual peak of 10.4 million tons reached in 1970. This development resulted in very serious pressures on domestic supplies and prices. The criteria of the Export Administration Act were considered met and an export licensing system was instituted on July 2, 1973. Licenses were to be issued against orders of 500 tons or more accepted on or before July 1 for delivery in July, while orders of less than 500 tons would be issued regardless of date of order acceptance.

Licenses for orders of 500 tons or more were to be valid through Aug. 7, while licenses for orders of less than 500 tons would be valid for 21 days after the date of issuance.

While the primary aim of the licensing program was to insure an adequate supply of scrap for the United States, the need to treat equitably exporters and foreign importers, especially our traditional customers, was recognized. The further need to be responsive to changing conditions of world trade was likewise taken into account. The initial controls covered the month of July only, with controls beyond that period left to subsequent decisions, as conditions warranted.

To help reduce the pressure of exports and export orders on the market, the Japanese, this country's principal ferrous scrap customers, voluntarily decided to reduce their total imports from the United States in 1973 to 5 million tons, thus deferring orders of some 1.5 to 2 million tons in 1974.

As the domestic demand for ferrous scrap remained unabated, it became necessary to continue the licensing system in the remaining months of 1973. The program was announced separately for August and September, and finally for the last 3 months of the year. Licenses for orders of 500 tons or more were valid for 60 days throughout this period. Stainless steel was excluded from the quota requirement.

Licenses for orders of less than 500 tons were valid for 30 days with respect to August. The Department had announced that it would watch the volume of export licenses for orders of less than 500 tons to prevent its reaching an unacceptable level. Accordingly, when it was decided that such a level had been reached in August and early September, such licensing was suspended on Sept. 12 for the remainder of that month. For the last quarter of 1973, licenses for orders of less than 500 tons were limited to Canada and Mexico, with monthly quotas established for each country.

During the last half of the year, U.S. officials held a series of meetings with government representatives from a number of major U.S. scrap purchasing countries. The purpose of these meetings was to explore the world ferrous scrap supply and demand situation through the balance of 1973 and to develop an export program that would be fair to U.S. exporters, users, and recipient countries.

Meetings were also held with United States exporters and domestic consumers of scrap—steel mills and foundries—to obtain their views on this subject.

Japan's licenses

With respect to Japan, licenses for exports in August and subsequent months in 1973 were granted only if the export had been licensed for importation into Japan by the Japanese authorities. The Japanese Government indicated that it would not make import allocations in such a way as to discriminate among U.S. exporters as to volume of scrap licensed, port of shipment, or contractual price.

When it became apparent that domestic and foreign demands for ferrous scrap would continue to pose short supply problems in the first quarter of 1974, it was decided to continue a control system in that period. However, this system was based on a different concept than the order-acceptance approach, adopting instead a quota system. A global quota of 2.1 million tons was established on a combined country-exporter-grade basis, related to base period patterns in the three years ending June 30, 1973. Licenses were valid for 90 days. The 2.1 million ton total included a contingency reserve of 100,000 tons for hardship cases.

Japan was granted 100,000 tons above its regular quota in recognition of its decision in 1973 to defer some of its orders to 1974.

Exports in 1973 totalled 11.3 million tons, almost one million tons above the peak in 1970. Prices continued to rise. At the end of November 1973, when the announcement was made on first quarter 1974 policy, the composite price of No. 1 heavy melting steel scrap (Pittsburgh, Chicago, and Philadelphia) was more than double the price a year earlier.

The existence of a large carryover from 1973 of unused licenses, estimated at about 1.5 million tons, led to a restrictive policy in the first quarter in the extension of expiring 1973 licenses. Licenses for almost 500,000 tons were thus not extended, reducing the apparent potential carryover to about one million tons. Exports in the first two months of 1974 totalled 1,742,501 tons (858,671 tons in January and 883,830 tons in February). This compares with total licenses of 847,043 tons issued in those months (169,021 tons in January and 678,022 tons in February), leaving an excess of exports over licenses amounting to 895,458 tons.

Licenses issued in March amounted to 1,190,576 tons, bringing the total for the first quarter to 2,037,619 tons.

Second quarter controls

By the middle of the first quarter it was increasingly evident that a short supply situation would persist through at least the second quarter of the year. Scrap prices were rising, having increased by one-third since the first of the year. The continuation of a quota control system on much the same basis as for the first quarter was announced Feb. 15. The global quota was again set at 2.1 million tons. The contingency reserve was increased to 200,000 tons by not allocating to Japan the 100,000 tons granted in the first quarter.

Although scrap prices declined slightly on April 5—possibly reflecting the two-step effort—they are still 80 percent higher than at the beginning of the year.

First Major U.S. Fabric Fair To Draw Top VIPs, Exhibitors

In recognition of its status as the first full-scale, internationally significant fabric fair held in the United States, TEXPO '74 will feature addresses by Vice President Gerald R. Ford and Secretary of Commerce Frederick B. Dent during its June 4-6 sessions.

The Vice President will deliver what is billed as a major policy address at the June 4 breakfast meeting in the Grand Ballroom of the Essex House in New York City.

Secretary Dent will be the featured speaker at the June 5 luncheon at the same site.

Co-sponsored by the American Apparel Manufacturers Association and the Textile Distributors Association and produced by Bobbin Publications, TEXPO is planned as an annual event to demonstrate American leadership in fabric fashions and present new products and new concepts in fabric and fiber manufacture.

Preliminary registration figures indicate that at least 6,000 persons, including about 500 overseas apparel manufacturers will attend this first American Fashion Textiles Exposition, whose exhibit activities will be centered at the New York City Coliseum.

Five seminars to help apparel manufacturers cope with energy problems, material shortages and other crucial issues in the months ahead will be part of the program.

Exhibitors are mainly leading U.S. and foreign fabric firms, fiber producers, management consultants, and findings manufacturers. Exhibits are expected by more than a score of foreign fabric firms, including companies in Italy, England, France, Japan and Ireland. This would be only a fraction of the U.S. displays—about 130—but industry sources view the foreign interest shown to date as a significant beginning and the likely forerunner of greater overseas involvement in subsequent renewals of the show.

As a special accommodation for foreign visitors, an International Lounge staffed by experienced linguists and Commerce Department trade specialists will be located in a central part of the Coliseum.

An added innovation, the sponsors are encouraging designers to create new fashions from the materials to be displayed. The results will then be displayed at twice-a-day fashion shows.

The designers will choose which of the TEXPO fabrics, available for the Spring of 1975, they prefer to work with. Operating without the usual restrictions involving price, styling and design concepts, the designers are expected to come up with fresh, new creations that may prove pacesetters in the marketplace next year.

TEXPO is the first fabric-fiber trade show to win the combined endorsement of every major U.S. trade association representing the fabric and fiber industries—the American Printed Fabrics Council, American Textile Manufacturers Institute, Corduroy Council of America, Knitted Textile Association, Man-Made Fiber Producers Association, National Cotton Council, and Wool Bureau.

Annual Survey Seeks Timely Data On Nation's Housing

Twenty metropolitan areas will be the first canvassed in a new annual survey of the nation's housing to be conducted by the Bureau of the Census. The survey was planned jointly by the Bureau and the Department of Housing and Urban Development to obtain up-to-date data on U.S. housing, considered a prime indicator of the nation's economic health.

The survey got under way in the 20 Standard Metropolitan Statistical Areas (SMSA's) on April 1 and will continue through March 1975. About 140,000 housing units in the 20 SMSA's will be covered. A second group of 20 metropolitan areas will be canvassed during the second year. and a third group of 20 during the third year. During the fourth year, the rotation will begin anew.

The surveys will make it possible to make three-year comparisons on the number and types of housing, changes in the total of units resulting from losses and new construction, the vacancy rate, the frequency of mechanical and utility breakdowns and other indicators of the physical condition of residential structures as well as the charateristics of the occupants who move in and out over the years.

Unit Gets Second OMBE Loan To Aid Minority Business

The Interracial Council for Business Opportunity (ICBO) has received a second $1,770,000 two-year contract from Commerce's Office of Minority Business Enterprise to assist in establishing or expanding minority businesses.

ICBO, which operates local councils in New York, Dallas, Washington, D.C., Los Angeles, Newark, New Orleans, St. Louis, and Atlanta, provides direct business counseling to minorities. The counseling offered includes business plan review, management and technical assistance, financial package preparation, and outreach.

"In its eight years of existence, ICBO has succeeded in bringing the promise of equal business opportunity closer to the minority citizen, and OMBE is pleased to support their efforts," OMBE Director Alex Armendaris said.

"The performance of ICBO in assisting minority clients is impressive," Armendaris continued, "During the past two years, ICBO has helped some 267 clients, and has succeeded in preparing 56 loan packages with an average dollar amount of $50,000.

OMBE, established by Executive Order in 1969 in the Commerce Department, coordinates federal and private minority business efforts aimed at increasing minority participation in business.

Report Lists Data Sources On Metric Conversion

Mounting interest in metric conversion has caused the National Bureau of Standards to issue an 11-page bibliographic publication: "Some References on Metric Information—With Charts on All you Need to Know About Metric and Metric Conversion Factors."

For copies or for additional information on this subject, contact the Office of Information Activities, National Bureau of Standards, Room A500 Administration Building, Washington, D.C. 20234, (301-921-2691).

Calendar For Businessmen

April 18—Atlanta—Seminar on interface between business and society. For information, Dr. C. G. Alexandrides, Georgia State University. (404-658-2757.)

April 22-23—New York—Seatrade Magazine-sponsored conference on the effect of the energy crisis on the future of American shipping. For information, Derek Dickins, Seatrade Conferences, 645 Madison Ave., New York, 10022 (212-832-2944).

April 22-24 — Phoenix — American Public Power Association annual national conference at the Towne House.

April 24 — Louisville — Kentucky Energy Conservation Conference, sponsored by Kentucky Department of Commerce and Associated Industries of Kentucky.

April 24-25—Chicago—National Area Development Institute, workshop on "Financing Area Development," For information, NADI, Lexington, Ky. (606-254-2378.)

April 26-27—Lexington, Ky.—National Industrial Coal Operators' Association annual meeting at the Holiday Inn.

April 29-May 1—Cincinnati—Workshop on Corporate Facilities—an Exchange of Experiences and Ideas, Stouffer's Inn.

June 16-18—Washington—National Coal Association 57th annual convention at Statler Hilton.

Oct. 20-24—Dallas—Food and Dairy Exposition. For information, Wes Dibbern, 5530 Wisconsin Ave., Washington, D.C.

INTERNATIONAL COMMERCE REPORT

New Export Program Aims To Attract Foreign Buyers To U.S. Shows, Suppliers

Take the U.S. product and sales presentation to the buyers abroad, or persuade the foreign buyers to come to the United States and examine the product here?

Why not consider both courses?, reply Commerce Department's export promotion specialists. While much of their activity concerns staging product exhibitions and trade missions overseas, programs to attract incoming buyers are getting new attention.

These programs include encouragement of foreign visitor attendance at selected U.S. trade shows, development of specialized group visits to the United States, and improving reception for the individual foreign buyers arriving in America.

The Commerce Department staff in Washington and in the 43 District Offices around the nation is working with U.S. Commercial Offices in the various Foreign Service posts to build such contacts between U.S. producers and possible overseas customers.

A number of trade shows in the U.S. that are particularly suited to this approach have already been identified. This information is being sent to the U.S. Embassies and Consulates around the world. Foreign Service officers at these posts are being asked to determine which shows have the most appeal in their respective localities. In turn, the U.S. exhibitions are being requested to provide the posts with company promotional materials.

In some instances the initiative in seeking out specific foreign customers will rest with U.S. show participants, who will be invited to send to the Commerce Department information on their product lines and their interest in meeting visitors from specified nations or regions. Commerce will send such details, with product literature from the companies, to the appropriate embassies for dissemination to potential customers. To complete the cycle, the U.S. Commercial Officers overseas will inform Commerce of the buyers that plan to attend a particular show. Names will be forwarded to the interested U.S. exhibitors. In this way, exhibitors and international buyers can communicate directly and arrange to meet each other. Commerce places special emphasis on the reception and accommodation of foreign buyers. Authorities for all shows receiving Commerce support agree to establish an International Visitors Lounge where foreign representatives can obtain show information, establish contacts, and get assistance on problems or needs. Lounges will be staffed with multilingual personnel.

For example, Commerce is now working with U.S. Commercial Officers in 25 countries with regard to the Offshore Technology Conference to be held in Houston in May. Some 4,000 conference brochures are being sent, in answer to requests, to these countries. A number of international groups plan to attend the show. The interest of the U.S. exhibitors in meeting with these visitors is also high. An advance party for a Norwegian delegation recently stopped in New Orleans and Houston. With Commerce Department assistance, they toured several plants and met with bankers and exhibiting firms. During the week-long trip they arranged an extensive ten-day schedule for the delegation that will come in May.

The Commerce Department is also assisting foreign visitor attendance at Texpo '74, which is described as the first major international textile exposition to be held in the United States. It will be staged at the New York Coliseum June 4-6. After consultations with Commercial Officers in 30 countries, more than 2,500 brochures outlining the exposition have been sent overseas to all segments of the textile industry in the countries involved.

Similar support is being given by Commerce to the National Computer Conference and Exposition in Chicago in May. Foreign buyer reaction to this show also has been gratifying.

Spain-U.S. Article Contest

A prize contest for the best article on improving Spanish-U.S. economic and commercial relations is being sponsored again in 1974 by the Spain-U.S. Chamber of Commerce, Inc. The winning author will get a trip to Madrid or New York plus a cash award of about $1,700. For details, write the Chamber at 500 Fifth Ave., New York, N.Y. 10036.

Specialized group visits

A variety of foreign buyer groups, generally consisting of five to 15 international businessmen and sponsored by overseas trade associations or similar organizations, come to the United States each year. If such a group is identified by a Foreign Service post as having specific business interests in a specific category, and if sufficient lead time and other criteria are met, Commerce will develop a complete itinerary, provide an advance officer, and assign an escort officer to accompany the group.

Although the program has been launched only recently, its merits are already evident. Through a series of meetings and appointments arranged by Commerce, 17 key executives from ten of the largest department stores in Taiwan toured gift and variety shows and met with individual suppliers in Chicago, Dallas, and New York to buy consumer products. The mission's Secretary estimated that purchases resulting from its visit will reach $5 million by year's end (see *Commerce Today*, April 1, page 23).

Individual buyers

Under the new program, assistance to individual buyers has been stepped up. Each week, Commerce receives many reports from Foreign Service posts about proposed visits to the United States by individuals and small groups of buyers. With assistance from its regional and district offices and organizations such as trade associations, Commerce is attempting to accommodate these international visitors, often by suggesting an itinerary or arranging appointments with key officials of U.S. firms.

Recently, with only three weeks' notice, the Department developed a schedule for four Argentinian engineers interested in touring U.S. electric power plants and visiting manufacturers of electric power distribution equipment. Also, a tour of a major U.S. steel plant, and meetings with key executives was arranged for three tech-

FOREIGN BUYERS IN U.S.—*Anders Hammer (second from left), and two others of his Norwegian advance team discuss Offshore Technology Conference with Commerce's Deputy Assistant Secretary Marinus van Gessel (left) and Robert Taft (third from left).*

nicians investigating the possibility of purchasing U.S. equipment and technology for a major project in Mexico. For both groups, the potential sale of U.S. goods and services is substantial.

These examples help to indicate the scope and flexibility of the program. For additional information, write: Foreign Buyer Group staff, Bureau of International Commerce, Washington, D.C. 20230; or phone 202-967-3265.

Plans Advanced For U.S.-Yugoslav Business Chamber

Plans to establish a U.S.-Yugoslavia Chamber of Commerce were advanced this month at a meeting in Washington attended by representatives of 19 U.S. companies and financial institutions.

The meeting was a follow-up to discussions held previously in Washington and Belgrade by Secretary of Commerce Frederick B. Dent and Yugoslav Deputy Premier Jakov Sirotkovic.

Secretary Dent, who met with the business leaders, said the Yugoslav government has removed significant legal barriers to U.S. trade "and is reviewing other restrictive regulations and laws"—actions that have brought "significant increases in sales of U.S. merchandise and technology, and in U.S. investment opportunities."

Dent said a remaining obstacle to U.S.-Yugoslav trade expansion was "the problem of communications and information dissemination." He said a U.S.-Yugoslavia Chamber of Commerce, privately financed and operated by U.S. businessmen interested in trade with Yugoslavia, would serve to remove this obstacle.

Toma Granfil, Yugoslav Ambassador to the U.S., was a guest at the meeting. A comparable organization is being established in Yugoslavia by 92 enterprises that are engaged in or planning to do business with U.S. firms.

John Burlingame of the General Electric Co., New York, was selected as acting organizational chairman by the chamber's organizers, who will meet again this summer to set up a formal body and choose permanent officers.

Richard Thomas, First National Bank of Chicago, is the acting membership-finance committee chairman, and is receiving membership inquiries from interested U.S. companies at his office at One First National Plaza, Chicago, Ill. 60670.

Others who attended included:

Arthur C. Tendler, Babcock & Wilcox; C. J. Haring, Bucyrus-Erie; David Rockefeller, Chase Manhattan Bank; Howard L. Parsons, Chemtex, Inc.; Philip Smith, Copperweld Steel; Rafael Miquel, Dow Chemical; Irving S. Shapiro, DuPont; James R. Golden, Ford Motor; Walter Albrecht, First National City Bank, New York; H. W. Gage, General Motors; Thomas A. Reed, Honeywell, Inc.; Robert McMenamin, International Harvester; Lee Berlin, 3M Co.; William L. Newell, RCA; Arthur M. Wood, Sears, Roebuck & Co.; Alfred A. Grasselli, Rockwell International; and Charles H. Weaver, Westinghouse Electric Corp.

Industries In Israel, Iran Want Machinery

Consultations of 14-15 hours per day over a ten-day period could not cover all the business opportunities encountered recently in Iran by U.S. manufacturers of machine tools.

John A. Connor reported this on behalf of a trade mission he led for the National Machine Tool Builders' Association. The mission also had timely meetings in Israel, where sharp inflation and an acute shortage of skilled manpower, though posing limits to economic growth, are stimulating the demand for high-technology, labor-saving machinery.

"Business was written, distributors will be signed, and substantial prospects for the future are available to U.S. companies in both markets," said Connor, who is NMTBA's international trade director.

In Tehran, mission members talked with government and industry officials, and visited factories and technical universities. In Tabriz, they toured the following plants: Tractorsazi, Iran Diesel Engine Manufacturing, and Machine Tool Sazi, all of which have expansion plans.

In Israel, the delegation was welcomed by the Mayor of Tel Aviv. Among plants visited were those of Servo Hydraulics Lod, Israel Aircraft Industries, Hanita Metal Works, and the Soltam plant of Koor Industries.

The eight-member mission had the cooperation of Commerce's Bureau of International Commerce.

PRESS CONFERENCE IN PAKISTAN—*Members of the U.S. textile machinery group line up to answer questions from representatives of the press in Karachi.*

U.S. Textile Machinery Mission Scans Production Plans In India, Pakistan

Thousands more looms, millions more spindles, and other equipment will be needed for the increased cloth production planned during the next few years in the Asian sub-continent. This is the warp and woof of the market picture as seen by a recent U.S. textile machinery trade mission to India and Pakistan.

Both countries urgently need machinery for planned modernization of existing facilities and for mill expansion, says Mission Director C. F. Hopkins. Because of the substantial requirements for additional production, and because of the short supply of foreign currency, modification of existing machinery is of immediate concern to both nations.

The group visited New Delhi and Bombay in India, and Karachi and Lahore in Pakistan. Some immediate orders were taken in Karachi, Hopkins reports, and mission members' total sales projections for the next year or two reach into a multi-million dollar figure.

Textile industry leaders in both countries recognize the advantages of American manufactured textile machines—combining quality production with simplicity of design and maintenance, says Hopkins. They also recognize that as a result of changes in currency valuations, the price of U.S. -made textile machinery is now more competitive in relation to European or Japanese machines. There is evidence that both in the past and present new machinery is purchased from countries that have provided loans for this purpose. Suppliers are from Western and Eastern Europe, China, and the USSR.

Five-year plan in India

The Indian cotton textile industry began its fifth five-year plan on April 1. The plan calls for an increase in cloth production of 50 percent by 1979 from about eight million meters in 1973. Such an increase requires the additional installation of eight million spindles and 80,000 looms together with the necessary preparatory and finishing equipment. Also, there is an urgent need to modernize a segment of the mill industry to meet the quality requirements of the Indian export trade.

In addition, the potential for U.S. sales of hosiery machinery is good, and there are significant woolen-industry machinery needs. For the latter, virtually the entire quantity —an estimated $220 million worth—would have to be imported as very little is produced in India.

A sizable indigenous industry, however, is producing textile machinery. Some is being exported to Korea, Africa, and countries in the Middle East. Indian officials anticipate that 60 percent of the new machinery requirements may be met by their own industry, but even so, there is a large potential market for U.S. manufacturers.

During the mission's stay in New Delhi, the president of the Northern India Cotton Textile Mills' Association pointed out that India's textile industry is one of the largest in the world. He explained that the international crude oil crisis and its adverse impact on production of synthetic fabrics has boosted demand for cotton textiles.

Long-term market in Pakistan

"To cater to sophisticated foreign markets and changing consumer needs," he said, "we require sophisticated textile machinery to undertake and effect the change in production pattern."

Pakistan offers an excellent market for American machinery and equipment over the long term, Hopkins reports. By the end of 1976, it is anticipated, an additional one million spindles will be purchased.

The private sector has expressed concern about the possibility of nationalization of the textile industry. Certain industries and recently the financial institutions, have already been nationalized. The private sector is interested in foreign collaboration for new purchases, but government currently offers the best sales potential.

In Karachi, the vice chairman of the All Pakistan Textile Mills Association called attention to the fact that the textile industry is no longer merely an import substitution industry, but has been export-oriented for some time. Right now, he says, it is trying to capture the more quality-conscious markets of the advanced world, "where it can succeed only by using more efficient and sophisticated equipment."

Although there are some local government impediments in both countries, such factors are secondary to the need for financing, according to Hopkins. Both countries are short of hard currency and will require outside financing in most major sales ventures. It is anticipated that international institutions will provide the necessary financing for growth within the industry.

Members listed

U.S. firms on the mission, and their representatives, were: Colman Textile Machinery Co., Rockford, Ill., Richard Hare; Chemtex, Inc., New York., H. L. Parsons; Seydel Companies, Atlanta., B. W. Wolff; West Point Foundry & Machine Co., West Point, Ga., E. F. Burdell; and Crompton & Knowles Corp., Worcester, Mass., A. S. Chetty. Mission Director Hopkins is director of the Commerce Department's Baltimore District Office.

MEETING IN INDIA — *Mission Director C. F. Hopkins (left), after arriving in Bombay, greets Textile Commissioner S. K. Bagchi who addressed the U.S. group.*

BAR-O-MATIC DIVISION
BROASTER DIVISION
CLEVELAND RANGE DIVISION
JACKSON PRODUCTS DIVISION
ORY EQUIPMENT DIVISION
D REFRIGERATION DIV
Representation for U

WHAT'S COOKING IN LONDON—*U.S. Embassy Minister Earl D. Sohm (second from right) inspects Alco Foodservice Equipment range at Hotelympia '74, as Acting Trade Center Director Charles M. Shaw (left), counselor for Commercial Affairs Archie M. Andrews, and an Alco representative look on.*

U.S. Food Industry Show In London Sparks Floor Sales

Despite severe power, light and heating restrictions, interest in restaurant, food preparation and catering equipment was remarkably high at Hotelympia, the leading catering exhibition in the United Kingdom and one of the largest in Europe. Twenty-five U.S. companies, in cooperation with the U.S. Department of Commerce, exhibited some of the latest developments in American catering and hotel equipment, and without exception their product lines were well received by many British attendees and a large number of foreign visitors.

Twenty-two of the exhibitors participating with the Department of Commerce were seeking representation; 21 agents were appointed and 53 agency agreements are under negotiation. U.S. exhibitor off-floor sales approximated $278,000. Official attendance at Hotelympia was reported at 69,599 including 2,827 foreign visitors.

The British catering industry has experienced a very good rate of growth in recent years. Turnover of the catering trades approximated $8 billion in 1972, an increase of 11 percent over the previous year. Early in 1973 the annual increase was estimated at 13 percent over 1972. It is expected that the vast majority of equipment to be purchased to handle the growing usage of convenience foods will utilize improved food preparation systems rather than just vending machines.

Opportunities for American exports of many types of catering and related equipment are expected to expand for the foreseeable future. British purchasers recognize U.S. technology and expertise in this industry.

Firms Invited To Take Part In Two Exhibitions In Egypt

U.S. firms have been invited to participate in two major promotional events in Cairo this year. The International Exhibition for Furniture and Woodworking Machinery, featuring both an exhibition and a symposium, will take place June 3-14. The Cairo International Exhibition for Office Equipment and Electronic Computers features an exhibition Dec. 4-18 and a technical seminar Dec. 5-7.

For either or both events write: Director, General Organization for International Exhibitions and Fairs, Exhibition Grounds, Gueira, Cairo, Arab Republic of Egypt. Cable address: NEFERTITIT. For assistance within the U.S. Department of Commerce, telephone Jackson B. Hearn of the Bureau of International Commerce on 202 967-5767.

New-To-Market Firms Sell Children's Wear At Milan Center Show

Ten U.S. manufacturers of children's wearing apparel—none of whom had previously exported to or marketed in Italy—displayed their lines at the U.S. Trade Center, Milan, Jan. 9-11. This special promotion resulted in the immediate appointment of 4 agent distributors with an additional 5 more agent agreements under negotiation. At the exhibition, orders amounting to $237,000 were taken, and the ten companies projected sales in 1974 at $1.3 million.

The promotion afforded the U.S. exhibitors the opportunity to promote and discuss their lines with the major boutique and department store buyers from Italy and surrounding countries.

Another coming

Based on the success of this promotion, the U.S. Trade Center in Milan will hold a similar Casual and Sport Wearing Apparel Promotion, Dec. 4-6.

Termed a Joint Export Establishment Promotion (JEEP), such a special event is an effort by the Commerce Department to attract new firms into exporting through setting up specific Trade Center shows for new-to-market exhibitors.

First-Time U.S. Exhibitors At Italian Fair Get Orders

"The show was excellent . . . wonderful potential." This was the observation of Thomas Aird, president of Wyatt Manufacturing Co., Salinas, Kan., after he had displayed his livestock equipment in Italy last month at the prestigious Verona Agriculture Fair.

Wyatt and four other new-to-market firms, exhibited their machinery in the U.S. Agriculture Department pavilion before more than 250,000 visitors from all over the world. During the six-day fair the firms wrote orders for $160,000 worth of equipment, signed four agents and one license agreement, and expect to sell another $1.6 million worth during the year with an additional ten agency agreements under negotiation.

The U.S. firms were pioneering with the Commerce and Agriculture Departments in the small exhibition of new-to-market firms. Such exhibitions, called Joint Export Establishment Promotions (JEEP), are usually organized by Commerce at U.S. Trade Centers.

W. W. Pedersen, director of marketing for Fearing Manufacturing Co. of St. Paul, summed up the exhibition: "I'm delighted . . . want in next year."

U.S. Textile Machinery Exhibitors In Mexico Report Sizable Sales

Twenty-one Mexican companies representing 53 U.S. firms, participating in a five-day exhibition last month, reported more than $2.4 million in floor sales. Organized by the U.S. Trade Center in Mexico City, this was the second exhibition aimed at the textile and clothing industries in Mexico.

The Textile and Clothing Machinery Show got off to a record attendance on the opening day. By closing of the fifth day more than 900 prospective buyers had attended the exhibition. Substantial sales in the next year are expected to result.

"This is Spinlab's second showing in a Trade Center, but the first one in Mexico," said Curt Zollinger, Mexican representative for Special Instruments Laboratory, Inc., of Knoxville. "This exhibition has already put me in touch with many new contacts and orders are coming in fast." Spinlab presented six different types of machines to the Mexican market for testing the physical properties of textiles to help cloth manufacturers know, for example, what yield to expect from raw cotton.

Some surprises

The show brought some surprises to the participants. "I have been in business in this market for 36 years," said Carlos Brassel, representative of the Bahnson Co. of Winston Salem, N.C., "but I have uncovered some contacts in this show that I have not met before. I expect some heavy orders as a result." Bahnson produces equipment for filtering air, humidifying and keeping textile factories cleaner for more efficient production and better health conditions for workers.

4 ROCKWELL INTERNATI
DRAPER DIV
DRAPER

BUYER IN MEXICO—*Interested customer (right) listens as Dan Carter of Rockwell Int'l points out advantages of firm's loom.*

Reciprocal Values of Dollar, Other Currencies Tabulated

The accompanying table shows the value of the dollar in terms of principal foreign currencies, the value of these currencies in terms of dollars, and the value of all currencies listed in relation to each other. The table, prepared by Paul A. Mayer, of the Bureau of International Commerce, can be used to answer the following questions:

How many foreign currency units will one dollar buy? Example: $1 will buy 40 Belgian francs (line 1, column c).

How many dollars can be bought for 100 currency units of a given foreign country or, respectively, 1 British pound, or 1,000 Italian lire, or 1,000 Japanese yen? Example: For 100 Belgian francs, you can buy $2.50 (l. 3, col. a).

How many currency units of a listed country will 100 currency units, or, respectively, £1 or 1,000 lire or 1,000 yen, buy? Example: 100 Belgian francs will buy 12.25 French francs or 6.50 German marks or 49 Austrian schillings (l. 3, col. e, f, and b).

How many currency units of a listed country will buy 100 currency units of another country, or, respectively, £1 or 1,000 lire or 1,000 yen? Example: To buy 100 French francs, you have to spend 815 Belgian francs (l. 5, col. c); to buy 100 German marks, you have to spend 1,540 Belgian francs (l. 6, col. c); and to buy 100 Austrian schillings, you have to spend 200 Belgian francs (l. 2, col. c).

A U.S. businessman at the end of a visit to Belgium has a 1,000 Belgian franc bill left in his wallet. Looking at the table (l. 3, Belgium), he finds that he can get $25 for that bill (col. a); if he travels from Belgium to Germany, he need not change his Belgian money back into dollars and then into German currency—he can change it directly into 65 German marks (col. f); and should he travel from Belgium to France, he can change his 1,000 Belgian francs directly into 122.50 French francs (col. e).

Some figures are rounded off, with a maximum inaccuracy of 5 percent, and reflect the New York market during the last week in March. For close financial calculation, up-to-the-minute information should be obtained from banks or other financial institutions specializing in foreign exchange. The table is intended to serve merely as a rough desk tool.

Country	Currency Units	Value In	a $	b S	c Bfrs	d Dkr	e Ffrs	f DM	g £	h Lt	i Y	j Hfl	k Esc	l Pts	m Skr	n Sfrs
1. United States	Dollars	$ — 1		19	40	6	4.70	2.50	0.41	618	274	2.67	24	58	4.35	3
2. Austria	Schillings	S — 100	5.35		200	30	25	13.50	2.25	3,300	1,470	14.25	130	309	23.30	15.80
3. Belgium	Belgian Francs [1]	Bfrs — 100	2.50	49		15	12.25	6.50	1.10	1,610	710	7	64	150	11.35	7.75
4. Denmark	Danish Kroner	Dkr — 100	16.65	330	650		80	41.50	7	10,300	4,500	44.50	406	960	72.50	49
5. France	French Francs	Ffrs — 100	21.20	400	815	130		53	8.80	13,100	5,800	56.50	517	1,225	92.50	63
6. Germany	Deutsche Marks	DM — 100	40	750	1,540	240	189		16.50	24,700	10,900	106.50	975	2,310	174	118.50
7. Great Britain	Pounds Sterling [2]	£ — 1	2.40	45	93	15	11.50	5.75		1,500	660	6.45	59	139	10.50	7.15
8. Italy	Lire	Lt — 1,000	1.62	30	62	10	76.25	4.05	0.70		440	4.30	39	93	7.10	4.80
9. Japan	Yen	Y — 1,000	3.65	70	140	22	17.25	9.15	1.50	225		9.75	89	211	16	11
10. Netherlands	Guilders	Hfl — 100	37.50	700	1,440	225	176.75	93.75	15.50	23,200	10,250		915	2,170	163	121
11. Portugal	Escudos	Esc — 100	4.10	75	160	25	20	10.25	1.70	2,545	1,100	10.95		237	18	12.15
12. Spain	Pesetas	Pts — 100	1.75	33	70	11	8.60	4.40	0.75	1,080	475	4.70	42		8	5.10
13. Sweden	Swedish Kroner	Skr — 100	22.95	430	900	138	108	57.50	9.50	14,200	6,275	60	560	1,325		68
14. Switzerland	Swiss Francs [3]	Sfrs — 100	33.75	630	1,300	200	159	84.50	14.10	20,900	9,200	90	823	1,950	147	

[1] Used also in Luxembourg. [2] Used also in Ireland. [3] Used also in Liechtenstein.

Worldwide Business Outlook

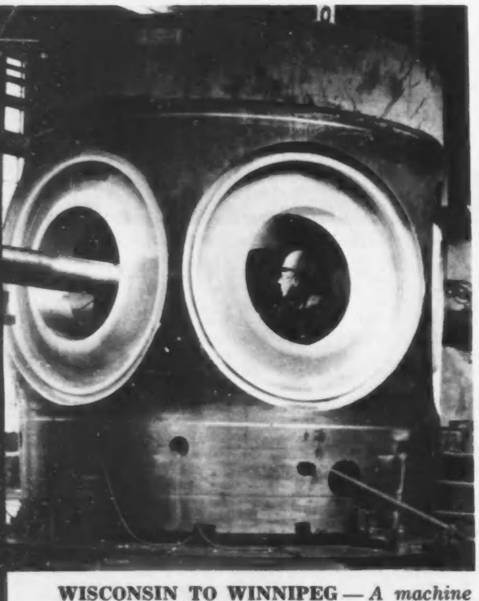
Canadian Activity Moderates, But U.S. Sales Outlook Is Good

The pace of economic activity in Canada will probably be less hectic in 1974 than in the last two years. All Canadian forecasters have scaled down economic growth predictions for 1974 because of the energy crisis, although the relative position of Canada among major industrial countries is very favorable given its superior resource base. Nevertheless, John E. Mellor, Counselor for Commercial Affairs at the U.S. Embassy in Ottawa, believes that the outlook is good for expanded trade between the United States and Canada.

Gross national product in 1973 grew by 14.8 percent to C$118.7 billion, with real growth of 7.1 percent (All dollar figures in this report are Canadian dollars; during 1973 the Canadian dollar remained generally within two cents of parity with the U.S. dollar, and there appears to be no reason to expect significant deviation in 1974).

Forecasts for this year range from zero real growth to 5 percent, with the consensus in the area of 3.5 to 4.5 percent real growth. Estimates of 1974 increases in the consumer price index range from 8 to 10 percent.

In contrast with 1972 and 1973, when GNP growth was paced by consumer spending, residential construction and export sales, forecasters agree that 1974 growth will depend more on the expected boom in business investment in new plant and equipment. Earlier predicted at 21 percent, business investment is now expected to rise by 15 to 18 percent because of materials shortages. These shortages are not attributed to the energy crisis but to the near-capacity operation of the economy in 1973, when manufacturing industries were operating at over 95 percent of capacity.



WISCONSIN TO WINNIPEG — *A machine operator works on the hub of a hydraulic turbine water wheel at Allis-Chalmers' West Allis, Wis., plant. This unit was installed in Manitoba Hydro's Grand Rapids electric generating station north of Winnipeg.*

Consumer expenditures should rise by 8 to 11 percent instead of 14 to 15 percent as in 1973, with a decline in outlays for durables, especially automobiles, chiefly responsible.

Trade projections

Forecasters project exports to rise 8 percent, less than half the rate for 1973, and imports 9 to 10 percent, also half the 1973 rate. Reasons for the higher import growth rate include the business investment boom, requiring significant increases in imports of capital equipment, and the fact that, with manufacturing near capacity, demand will spill over into imports.

Canada's global exports and imports in 1973 both rose 25 percent over 1972 to a record $25.2 billion and $23.3 billion, respectively, and its trade surplus grew by $478 million to $1.9 billion for the year. At $33.5 billion, U.S.-Canadian trade in 1973 was up 25 percent over the $26.8 billion turnover of 1972. Canada's trade surplus with the United States fell by $460 million to $590 million.

Imports of $16.5 billion from the United States, up 28 percent over 1972, accounted for almost 71 percent of total imports (69 percent in 1972). Leading the expansion of imports from the United States were automotive and related products (up $1.2 billion), aircraft and parts (up $220 million), food (up $205 million) and fabricated steel (up $100 million).

Conceding that the energy crunch may cause upheaval or reorientation of world trade and payments patterns, Mellor nevertheless considers the 1974 outlook good for trade between the United States and Canada. Both countries have benefited from the devaluation of the dollar against Japanese and European currencies, although this advantage seems in process of being eroded by the recent effective French, British and Japanese devaluations.

In the food and feed sector Canada continued to increase imports from the United States during 1973. The outlook is for continued strong demand during 1974 for most agricultural commodities traditionally imported from the United States; Canada's agricultural imports from the United States exceeded $1 billion for the first time in 1973.

It follows from the bullish investment outlook that U.S. suppliers have excellent opportunities in Canada to sell industrial machinery, machine tools, and equipment and production materials in the manufacturing, construction, and agricultural sectors. Canadians know the excellence of American products and, of course, the advantages of proximity, permitting quick delivery and good after-sales service and supply of replacement parts.

To cite a few specific examples, in Ontario there will be particularly active demand for American industrial products because of continuing emphasis on secondary industry development and pollution prevention and abatement. Ontario contains 37 percent of Canada's population, and produces 42 percent of the GNP and 55 percent of the country's manufactured goods, and in doing so uses about 35 percent of all energy consumed by Canadians.

Nearly half of Canada's 6,000 computers are in Ontario (22 percent in Quebec). American companies dominate the field. In recent years the Canadian federal government has employed financial incentives and other persuasion to establish computer and component production facilities in Canada to serve both the Canadian and U.S. markets, and is now on a quiet campaign similarly to increase data processing domestically.

Quebec's economic outlook is better than at any time in the recent past. Montreal appears to be enjoying a bigger building boom than that preceding Expo '67. Preparations for the 1976 Olympics, involving public spending of over $300 million, and extension of Montreal's subway system are the catalysts. Ten major new hotels are under construction or planned, and one qualified source estimates the value of construction under way in the Montreal region at $4 billion. The pulp and paper industry is working at capacity, as is mining, and even in the textile industry Canadian producers, not only in Quebec but also in Ontario, Manitoba and British Columbia, may be called upon to fill gaps in supplies normally imported.

In the Prairies, farmers' incomes keep climbing to record high levels, meaning increased sales opportunities for farm machinery, consumer durables and leisure travel. In Alberta development plans for the Athabasca tar sands could mean one extraction plant of 125,000 barrels-per-day capacity costing $1 billion every two years for the next ten years. Canada may run short of gas before exhausting its presently-known oil reserves, and more effort therefore is foreseen in coal gasification.

In British Columbia energetic efforts should sell American earth and rock-moving equipment, heavyduty trucks for logging and mining, pollution control equipment, materials handling equipment, and durable and nondurable consumer goods.

On Jan. 11, the Canadian Government announced the restoration of higher rates of duty on some items, mostly food, effective Feb. 20, and, on all other items on which tariffs were temporarily reduced a year ago, effective June 30. (Products from the United States were the main beneficiaries of these tariff cuts.) One reason for this is to give Canada additional bargaining leverage in the upcoming GATT trade negotiations.

Also, the Tariff Board has begun to review the import regime for over 100 fresh and processed fruits and vegetables, all of interest to U.S. exporters. The Canadian Horticultural Council is pressing for higher tariffs and a generally more restrictive import regime.

Foreign Investment Review Act

After a long and stormy journey through Parliament the Foreign Investment Review Act (FIRA) became law Dec. 12, 1973. The Act establishes a screening procedure for the foreign takeover of existing Canadian firms and the establishment of new foreign-controlled businesses in Canada in order to determine whether they will bring "significant benefit" to Canada.

Until the agency has established a track record, it is difficult to judge whether it will levy serious constraints on foreign investment. The Act is quite flexible. A strict construction of the Act would permit the government to block almost any investment it chooses; but this flexibility could also operate in the opposite direction. Judging from reported spending projections by U.S. affiliates in Canada, Mellor does not see the new legislation interrupting normal growth in outlays by U.S. firms already established in Canada.

The Act has to be seen in perspective. The Canadian economy has long been one of the most open in the world to foreign investors. During the last ten years there has been a steady trend towards more government control over foreign firms. Government measures have ranged from providing incentives to strengthen Canadian-controlled firms relative to foreign firms to direct restrictions against foreigners in radio and TV broadcasting, publishing and banking. The Canadian Government has also intervened directly to prevent U.S. control over a major uranium mine and an oil company.

Beyond FIRA, moves are under way to require registration of technology transfer agreements and require a majority of directors of federally incorporated companies to be Canadian citizens. Some provinces also have moved to restrict land sales to foreigners.

Nevertheless, American capital has been more welcome and treated more fairly in Canada than anywhere in the world, and Canadians are aware that significant benefits accrue to them from this investment.

French Buyers Attracted By Lure Of Lower Cost Goods

Business in France is moving briskly; production indices are still favorable; exports are surprisingly buoyant; and earlier investment programs are being maintained, although new investment plans are moving hesitantly.

Despite these favorable developments, cautions Borrie I. Hyman, Counselor for Commercial Affairs at the U.S. Embassy in Paris, business forecasting for France is currently handicapped by a complex of unknowns and uncertainties, overlaid with a new cabinet charged with meeting the economic challenges before the nation. The energy crisis and its costs, monetary instability including the recent floating of the French franc, raw material shortages and their costs, government interventions—actual and anticipated, inflation, extraordinary consumer buying and the economic health of France's major export customers are some imponderable factors cited by Hyman.

The French government on March 20 announced abolition of the dual exchange market system. Previously, commercial and financial transactions were concluded under separate rates. The government's objective in unification is to have the probable downward pressure on the franc due to a forecasted trade deficit counteracted by upward pressure from heavy external borrowings, in an effort to match supply and demand of French currency.

U.S. exporters seeking French buyers should continue to have advantages through differential rates of inflation in the two countries (the expected rate of French consumer price increases for 1974 is on the order of 11-12 percent) and in the 1973 devaluation of the dollar, although this action has lost some of its force through the recent strengthening of the dollar.

Another important consideration is that even though France and other industrial nations of the West may expect a slowing down of their rates of growth, prospects for France are still very respectable, with a real rate of 4 to 4.5 percent anticipated; this compares with a real growth of 6.6 percent in 1973.

This type of economic forecast, despite the problems and uncertainties outlined, should mean significant and continued sales of American products in such areas as machinery, consumer goods, and equipment for electronic data processing, medical care, agriculture and electric power generation and transmission.

In 1973, U.S. exports to France came to almost $3 billion, giving the United States an 8.3 percent share of all French imports, slightly better than in 1972.

The plans and expectations of industrialists and importer-distributors are understandably confused and even conflicting. One survey shows optimism; another pessimism. The indices do not point a clear path. Personal conversations reflect wait-and-see attitudes. The business manager seems reasonably confident of ample business over the next six months. After that he has worries, some serious. As one industrialist noted, he will be living and planning from month to month for some time.

Present government economic policies have resulted in high interest rates and tight credit.

The government is revising the sixth national economic plan. This revision will take into account the important new factor of energy costs and other significant new influences on the economic scene, will rework guidelines for the last two years of the present plan and form a bridge to the seventh plan for the years 1976-1980.

Even given this situation, American exporters should take a positive view of the French market. The country still appears to have one of the best economic futures in Western Europe. As noted, the estimate of real economic growth is encouraging.

With the exception of the automobile and tourism industries, most of the nation's plants are working at capacity, notably in steel and chemicals. The demand for agricultural machinery and accessories is soaring. Neither American subsidiary plants nor U.S. plants can keep up with orders for farm equipment in France.

Electronic data processing equipment, sophisticated mechanical and electrical equipment of all kinds, medical equipment, aircraft accessories, equipment for nuclear power plants and electronic components are among the other product areas where Hyman expects good sales prospects.

As the dollar strengthened at the turn of the year, it seemed as though price-sensitive goods, such as consumer products, would be the first to suffer after an evident gain in interest from French buyers. So far this is not happening. French department store buyers on exploratory trips to the United States at the end of 1973 and early in 1974 placed substantial orders for such goods as "California style" sportswear for men and women, women's dresses and accessories, novelties and giftware.

Contacts with other importers reinforce the observation that even though the price advantages of U.S. products through devaluation are waning, the initial lure of

PARIS CENTER OPENS—*The Paris Convention Center complex (left, foreground), which includes a 34-story high-rise hotel, is located in the heart of the city.*

lower cost goods from devaluation has served to arouse interest in industrial and consumer products which had been dormant before. It now appears that in the short time since the 1973 devaluation, some new buying patterns have been established which are likely to persist even with a relatively strong dollar.

U.S. Government-sponsored promotional events in France reflect some of the areas where U.S. goods have special promise on the French market. Plans are under way for a catalog show in September on pollution control equipment in the international Paris exposition "Man, Air and Water". Also in the fall of 1974, the United States may take part officially in the well-known Paris trade fair for women's ready-to-wear apparel. There is an important, still untapped, potential for women's wear in France.

The ever attractive French market for mini-computers and peripherals will be recognized by a Paris United States Trade Center show in December.

It may behoove American sellers to France during this time of change and uncertainties to be more understanding with respect to their regular customers in terms of credit facilities and higher business costs. At the same time, however, American firms should check new business contacts carefully, as credit restrictions, high interest rates and inflation have caused problems for many small and medium-sized firms to the extent that the rate of bankruptcies appears to be increasing. In addition, buyers of capital equipment are chafing under new restrictions on the duration of forward cover. These observations are made not to discourage new initiatives in France, but rather to underscore the need for exporters to exercise normal business prudence.

New French Policy Gives Top Priority To Nuclear Plants

The French Government has announced a sizable, accelerated nuclear plant construction program requiring very heavy investments and rapid expansion of production facilities by the French companies and subcontractors involved.

As part of a new French policy approved March 6, France is to accelerate construction of nuclear power plants in order to gradually decrease the use of expensive fossil fuel in power production. Electricity is to receive first priority in providing domestic and industrial power, and nuclear production is to receive top priority as the source of electricity.

Some 40 to 50 nuclear power plants of about 1,000 megawatts (MW) each are to be constructed on the following schedule: six plants started in 1974, seven in 1975, and approximately six in each subsequent year until 1980. With estimated cost of each plant at 1,000 to 1,200 million francs (about $208 to $250 million), this program will involve expenditures of $9-12 billion over the next few years.

On March 1, an agreement was concluded between Electricite de France (EDF), the government-owned public power monopoly, and the Fromatome-Creusot-Loire group for construction of 12 nuclear power plants, and options on four more plants, to be implemented starting this year. Fromatome-Creusot-Loire had already been working under a previous EDF contract on six nuclear power plants (one to be in operation in 1975, two in 1976, two in 1977, and one in 1978).

Expansion of production facilities

This new program will require a sizable expansion of production facilities of many of the companies involved. For instance, Fromatome plans to increase its vessel production from the current six, to eight a year, its generator production from 6, to 18-20 year, and add a new plant located near the existing one at Chalon to provide such capacity. Creusot-Loire will expand its already substantial steel forging capacity at Le Creusot. Jeumont-Schneider, a sharehold of Fromatome, will double its primary pump capacity to 24 a year. Other companies, in which Creusot-Loire and Schneider have financial interests, will expand their output of equipment or parts used in nuclear reactors (rod-drive mechanisms, piping, nuclear electronics, internals, pressurizers, etc.).

It is expected that the nuclear plants will employ U.S. technology, as the French fast-breeder reactor is not yet at a large-scale commercial stage of development.

It has been the general policy of the French Government to encourage domestic production of all components of nuclear power plants to be built in France. However, a Fromatome official remarked that although all attempts will be made to buy French equipment, his company will buy foreign products if these are more competitive regarding price, quality, and delivery time. However, the French Government appears to favor European sources of supply in the nuclear field.

French Industrial Unit Offers Investment Help

The French Industrial Development Agency maintains an office in New York in order to attract American investment in France, particularly in areas now lagging in industrial development or experiencing underemployment.

This Agency has recently published the following detailed brochures containing much useful information for Americans investing or considering investment in France:

► *Doing Business in France* (64 pages) covers laws and regulations regarding foreign personnel, building permits, construction, real estate and business licenses, government procurement, foreign trade, price controls and competition.

► *Investment Incentives in France* (31 pages) covers French Government investment incentives, such as regional development grants, tax relief measures, subsidies for job training, decentralization indemnities and loans.

► *Investment and Export Financing* (43 pages) provides a survey of the French banking system and capital market as well as regulations regarding foreign direct investment in France, leasing arrangements, institutions specialized for finance and types of credit offered by French public and private institutions.

► *Summary of French Tax System* (43 pages) contains a description of the tax system in general, the various types of income taxes, turnover taxes (TVA), registration and recording taxes and local taxes.

► *Summary of French Company Law* (23 pages) covers general rules on government authorization for investments in France and repatriation of profits and investments, as well as descriptions of different types of French companies.

► *Summary of French Labor and Social Security Laws* (31 pages) describes organization of labor and management, labor-management relations, labor standards and compensation, social security, pensions, unemployment insurance and fringe benefits.

These publications as well as personal consultation are available without charge by calling or writing Mrs. Marie-Monique Steckel, Director, French Industrial Development Agency, Rockefeller Center, 610 Fifth Ave., New York, N.Y. 10020, tel: (212) 757-9340.

More Advantageous Trading Rules Bring Big U.S. Gains In Colombia

A favorable outlook for the Colombian economy, the imminence of big projects, and the need for the kinds of perceptive technological input which U.S. businessmen can supply, combine to promise that 1974 will be a banner year for U.S. exporters to Colombia, in the view of John J. Eddy, Commercial Attache at the U.S. Embassy in Bogota.

The delayed effects of the second U.S. dollar devaluation, which caused a strong resurgence of U.S. sales to Colombia in 1973, should persist throughout 1974. The U.S. market share rebounded from 35 percent in 1972 to 41 percent in 1973 on the basis of import registration figures, and shipping manifests show that since October general cargo arriving from the U.S. has shown an especially marked upswing.

The psychological "shot in the arm" given U.S. suppliers by recent changes in international parities has encouraged Yankee traders to sail more eagerly south. It is clear that ties established over the past years with European commercial houses because of their attractive prices have begun to snap under shifting exchange rate pressures.

Moreover, the past tendency for Colombia to buy from compensation-agreement trading partners (a few Socialist countries plus Spain) may be lessening. There are indications that the Colombian Government is growing increasingly cool toward the reception of low-quality machinery and vehicles from these countries in exchange for Colombian agricultural and meat products and a few manufactures. Some of these Colombian items are in short world supply.

Once the remaining ambiguities over the Andean Pact's Common Investment Code are settled, Colombia could become an attractive manufacturing base for U.S. investors. Even in today's multinational arrangements, U.S. investors normally have a loyal disposition to import raw materials and capital goods from the United States. Furthermore, the United States is one of the few countries in the world able to supply certain raw materials and equipment.

But it is not today's market mechanism alone which is working for U.S. exporters. The U.S. Government has selected Colombia as one of five pilot countries worldwide for an experimental commercial program. As part of the program, the Embassy, with the support of the U.S. Department of Commerce, will participate in July for the first time in the International Fair of Bogota. The U.S. Information Agency will provide an interesting centerpiece, "Treasures in Space". Another aspect of the new program is stepped-up market research.

In a remarkable surge, total Colombian imports in 1973 increased 41 percent over 1972, from U.S. $911 million to $1.3 billion. Also on the basis of import registrations, U.S. exports to Colombia in 1973 jumped 65 percent over the previous year, from $322 million to $530 million. Biggest U.S. sellers were machinery and transport equipment, chemicals, foodstuffs, and a diversity of raw materials and capital goods.

The most notable U.S. commercial success in the industrial area in 1973 was the $29 million contract won by Westinghouse for two 66-MW thermal electric generating plants at Cartagena. Another feat was the sale by Northrop-Page of $6 million in aeronautical communications equipment to Colombia's Department of Civil Aviation, which in recent years had become increasingly oriented toward European firms. In an encouraging reversal of a previous trend toward Sweden and Japan for telephone equipment, ITT sold $2.5 million in telephone subscriber sets to Bogota's Empresa de Telefonos.

These are but a few of the success stories of 1973. They reflect a more advantageous international set of rules for U.S. suppliers.

Though inflation became worrisome in 1973 (24 percent), the Government of Colombia has adopted some promising monetary measures such as the beginning of open-market security operations, and has further liberalized imports.

Foreign exchange reserves stand at over $550 million. Coffee prices are at an historic high, with a bumper crop just harvested, and Colombia has experienced an excellent seeding season generally for most crops. Non-traditional exports, which include everything except coffee, should continue to mount (they reached $584 million in 1973, up 49 percent). Their growth in 1973 "dropped" coffee to less than 50 percent of total exports.

Growth of GDP in 1974 may equal last year's 7.5 percent.

The effect of the oil crisis on Colombia could be uncomfortable. With prices so high for imports, Colombia will feel the need for some policy revision when the domestic demand for petroleum rises to meet production later this year. Exploration has been sluggish for lack of real incentives. There are signs that this situation is changing and the risk-taking could become correspondingly more acceptable. If so, there may be a rush for oilfield equipment.

What are the best sales possibilities for U.S. firms right now in Colombia? The Colombian Government plans expenditures for the following projects: a $120 million oil refinery complex at Tumaco; a $125 million expansion of the existing Barrancabermeja refinery complex; a $3 million nationwide microwave aeronautical linkup; a $10 million expansion of Bogota's telephone system; hydroelectric equipment worth $50 million for 500 MW Chivor II; and conversion of color TV studio apparatus to permit production of programs for export ($250,000).

Other developments in Colombia which should foment U.S. sales are the faster pace for mining in general, especially coal, copper, gold, and, eventually, nickel; an increasing consciousness of the need to develop agriculture, with a consequent requirement for equipment; a booming construction sector; faster activity in the printing and graphic arts industry; heightened interest in a rapid transit system for Bogota; and enhanced possibilities for manufacture of industrial chemicals and steel.

Like purchasers everywhere, the Colombian buyer expects assurances that his purchase will be advantageous. Personal relations are indispensable and usually mean travel by both parties. Colombians cannot understand the passivity which relies totally on a written proposal unaccompanied by technical explanations and small attentions.

In addition to personal warmth on the part of the seller, Colombians expect knowledgeability about their country.

Keeping prices lean, as the United States attempts to re-enter the market, is also in order. A lighter profit now may set up volume purchases later on.

U.S. TEAM IN COLOMBIA—*Shown "clearing the way for U.S. exports" are officials of the American Embassy in Bogota, from left: Norman T. Shaft, Economic Officer; Robert E. White, Charge d'Affaires (at the wheel of the Caterpillar tractor); Melvin E. Sinn, Acting Deputy Chief of Mission; John C. Stephens, Political Officer; and author John J. Eddy, Commercial Attache.*

Poland Seeks U.S. Technology For Modernization, Expansion

U.S. exports to Poland rose dramatically in 1973 and further increases are expected in 1974. As it has for the past three years, Poland continues actively to seek Western technology for modernization of its economy and establishment of an industrial base capable of increasing exports to the West.

At home, rising wages, high investments, and a price freeze on basic food items in the face of rising import costs have created latent inflationary pressures, but the standard of living continues to rise and nearly all planned targets continue to be met. Real wages rose 10 percent in 1973. Although the national economic plan for 1974 indicates a slight drop in the rate of growth of the past three years, the Polish economy retains considerable dynamism.

In the domestic economy, the past two years have seen some steps toward decentralization of authority in the industrial sphere. Since January 1973, some 30 major industries have been reconstituted as "large economic organizations" (abbreviated in Polish as "WOG") whose managers exercise greater control over wages, employment, plant organization, investment policy, and even foreign trade than was possible during the 1960s.

Although performance of the WOG's is measured in terms of value added, sales and profits rather than in terms of gross production figures, managers are still unable to set prices or adjust product mix. While the trend toward decentralization of authority is expected to continue, there is no indication that economic reform will lead to reliance on market forces rather than central planning to determine the allocation of resources.

Impact on foreign trade

Policy changes have had greater impact on foreign trade. In the past three years, total foreign trade turnover has risen by 64 percent, topping $14 billion in 1973.

The increase in turnover is less significant than changes in the direction and balance of Polish foreign trade. Since 1970, there has been essentially no change in the direction of Polish exports, with about 30 percent going to the nations of the industrial West and about 60 percent to the CEMA countries.

The source of Polish imports, however, has changed dramatically. Imports from the industrial West amounted to only 25.8 percent of the total in 1970; in 1973, they amounted to about 42 percent of the total. The percentage of imports from CEMA countries has correspondingly fallen from 65.8 percent in 1970 to an estimated 50 percent in 1973.

This change in direction indicates Polish willingness to incur a large hard-currency debt to finance its imports. Although in 1973 Poland achieved for the first time in many years a modest positive balance in trade with CEMA countries, its trade deficit with the industrial West is expected to exceed $1 billion. This deficit is only partially offset by invisible earnings from shipping and remittances; most of it is accounted for by debt.

In the domestic economy, the plan for 1974 calls for continued growth of industrial production, but at a rate somewhat lower than that of the past two years (11 percent in 1974, as compared with 12 percent in 1973 and 14 percent in 1972). Efforts will be made again to hold down investment spending to planned levels, but they are not likely to be more successful than in 1973, when investments exceeded the plan by about 70 percent.

Ambitious expansion plans

Despite some difficulties in obtaining oil products, Polish officials have stated that the country will pursue its ambitious plans for expansion of the automotive, chemical, and petrochemical industries. Other priority sectors of the economy include livestock production; coal production; copper mining, smelting, and processing; shipbuilding; and electronics.

Prices of many goods, but not food, are expected to increase, as will wages. Sharp increases have already occurred in the prices for gasoline, diesel fuel, and heating oil (rarely used for home heating), and the prices of luxury goods will doubtless rise as well in an attempt to reduce inflationary pressures.

Reorganization of the industrial structure should continue along the lines indicated above to embrace perhaps 50 industries by the end of 1974.

In foreign trade, the trends of the past few years in the direction, volume, and balance of trade are also likely to continue through 1974. Although the price of coal should continue to rise, Poland may not be able to increase coal exports rapidly enough to improve its terms of trade in the face of increased prices for essential commodity imports.

Looking beyond 1974, Poland may have to pay higher prices for Soviet crude oil, which now supplies about 75 percent of the country's petroleum needs. Such a development could force a shift in the direction of trade and could, by necessitating increased Polish deliveries to the USSR, seriously affect Poland's ability to export to the West. A decline in hard-currency export earnings would, in turn, affect Poland's ability to roll over its rising hard-currency debt and could thus result in a sharp reduction of imports from the West.

For this reason, future imports of Western equipment and technology will likely be increasingly tied to rapid amortization of the hard-currency costs through exports. In the long-term, however, Poland's investments since World War II in coal mining, and more recently in coal-conversion research, could establish the country in the favorable position of a major net energy exporter.

Surge in U.S. exports

The recent improvement in U.S.-Polish trade and economic relations, highlighted by the extension of Export-Import Bank facilities to Poland in November 1972, has brought about a surge in U.S. exports, from $112 million in 1972 to $350 million in 1973. Poland had run a trade surplus with the United States of about $30 million annually from 1964 to 1972; in 1973 its deficit with the United States amounted to $168 million. U.S. exports to Poland should increase substantially again in 1974; U.S. imports from Poland are also likely to increase, but by a lesser amount.

Eximbank final commitments on direct loans to Poland in support of major U.S. export contracts totaled approximately $74 million at the end of 1973.

Polish authorities have for some time been studying the possibility of accepting equity investment in Poland by Western firms. Regulations have reportedly been considered which would permit equity investment on the basis of Polish majority control, with provision for shared management responsibilities and repatriation of profits. A number of problems remain, however, and no new regulations have yet been published.

Polish authorities have maintained nonetheless that even in the absence of any published legal framework, joint venture proposals from Western firms should be presented and will be considered by potential Polish partners. Although movement in this area remains slow, U.S. firms interested in establishing joint ventures in Eastern Europe should explore the possibilities for such arrangements in the Polish market.

"Industrial cooperation" agreements, which do not involve equity investment by the Western partner, are an important feature of U.S.-Polish trade. Such agreements, which generally run for 8-10 years, commonly involve manufacture of U.S. trademark goods in Poland under license. A portion of the production may be bought back by the U.S. firm for marketing in Western countries, while the remainder supplies the Polish domestic market and may be sold as well by the Polish partner within CEMA.

Since such agreements permit Poland to

acquire Western technology with a relatively small expenditure of hard currency, and to obtain assured export markets in the West, they have met with great favor in Poland. For similar reasons, Polish trade officials will often prefer to purchase licenses for manufacture rather than the goods themselves.

Agricultural commodities, principally soybean oilcake and meal, soybeans, wheat, corn, and hides and skins were by far the principal components of U.S. exports to Poland in 1973 and should continue to dominate for several years to come. In other areas, prospects for U.S. exports appear best where American technology can contribute most strongly to increased productivity in priority sectors of Polish industry and to the improvement of Poland's ability to export to the industrial West. In addition to price, quality, and delivery terms, Polish trade officials will examine financing counterpurchase arrangements, and possibilities for long-term "industrial cooperation" in making major import decisions.

Opportunities for exporters

Some of the major areas of opportunity for U.S. exporters are:

► Livestock production: Per capita consumption of meat should rise to over 130 pounds in 1974, and meat shortages may well develop as wages rise and demand outstrips supply. Although little movement in this direction has been noted up until now, Poland is interested in modernizing livestock production through introduction of confinement and feeding systems for beef cattle, dairy cows, and swine. Technology for this development will have to be imported from the West, and perhaps equipment as well.

► Transportation: The need to improve land, sea and air transport in Poland is clear. Plans for expansion of the highway network and the major seaports in Gdansk-Gdynia and Szczecin-Swinoujscie are well along; plans for development of a new international airport in Warsaw and for improvement of several existing domestic airports are less advanced. Electrification of the railway network continues, and Warsaw plans to build a municipal subway system. These plans offer opportunities to U.S. firms in the fields of material handling, construction materials, air-ground support, and rail transport.

► Coal conversion: Reserves of coal in Poland are estimated at over 150 billion tons. Poland is a major producer and exporter of metallurgical coal, hard coal, and brown coal, and is continuing exploration and the mining of new deposits. Research on coal liquefaction and gasification is being vigorously pursued. Opportunities exist for industrial and scientific cooperation in this area.

► Food processing and packaging: Investments in this area remain high as the leadership works to provide greater supplies of meat and more attractively packaged foods.

Poland is interested in beginning production of new foods, such as breakfast cereals, potato chips, and other snacks, on the basis of Western technology and equipment. Offers are sought for technology and equipment for plants for the production of soft packing materials; corn flakes; and humanized milk nutrients from cow's milk, among others.

► Copper refining and fabrication: In 1974 production of refined copper is to increase by 29 percent to 206,000 metric tons, and Poland eventually plans to become one of the world's major copper exporters, with annual production of over 400,000 tons. This program will require investments estimated at about $1 billion, of which Poland hopes to obtain $200-300 million from the U.S.

Czechoslovakia Eyes Western Sources For Up-To-Date Technology, Equipment

The highly industrialized Czechoslovak economy, which has passed the midpoint of the current five-year plan (1971-1975), is either meeting or exceeding planned performance levels, at least in quantitative terms, in all major sectors, reports the U.S. Embassy in Prague.

In 1973 the primary aggregate measure of economic growth, national income, rose by a reported 5.2 percent over the previous year; its two major components, industrial and agricultural production, rose by 6.3 and 4.2 percent respectively. Problems in individual sectors and industries evoked official criticism, but by and large the leadership appears satisfied with apparent politico-economic stability and a quantitative growth rate perhaps average among Czechoslovakia's CEMA partners. It is unlikely that major reforms or new departures of any consequence are contemplated for the economy in 1974, and indeed there are no signs that such will be introduced in the 1976-1980 plan.

The present plan calls for growth in national income in 1974 of 5.3 percent, virtually identical with that achieved in 1973. Industrial production is to expand by the same rate planned for 1973, or 5.8 percent, even though this rate was exceeded by 0.5 percent last year. Agricultural production has a growth target of 3.8 percent in 1974, concentrated largely in higher production of grains and fodder for animal feed. (It should be noted, however, that agricultural production in the Czech Republic is still only 15 percent higher than in the 1930s; production has increased much more in Slovakia, but from a much lower base.)

Socialist Czechoslovakia typically experiences power shortages each winter, but the 1973-1974 shortages have been worse than usual. Although the shortages have mirrored those in the West, the blame in Czechoslovakia has been laid on domestic causes, principally shortcomings in conventional power station construction. Nuclear power development has also lagged far behind expectations, and power development in 1976-1980 is to be based largely on "classic domestic resources," i.e., coal.

Besides energy problems, the major challenges to effective performance of the Czechoslovak economy during the remaining two years of the current five-year plan include chronic labor shortages, aging plants and equipment, a poor and declining domestic raw materials base, overly cautious industrial and agricultural managers, the persistent need to instill greater initiative among workers, and scarcity of hard currency with which to purchase modern equipment and technology from the West.

These problems are not new to Czechoslovak planners, but their early resolution assumes new urgency as the government seeks to fulfill both the rising demands of the consuming public and long-term trade and production commitments, primarily with other CEMA countries.

Foreign trade shifts

Although the bulk of Czechoslovakia's foreign trade is done with the Soviet Union and other CEMA partners, the proportion of this trade fell slightly in 1973 from a level of between 69 and 71 percent in each of the preceding three years, while total trade with "capitalist" (including developing) countries rose both relatively and absolutely. Exports to all countries rose 8.9 percent over the preceding year, but exports to capitalist countries rose by 11 percent. The pattern was the same for imports, with a 16.9 percent increase overall, but a 24.7 percent rise from capitalist states. Although much of the increase in trade with capitalist states was due to the surge in raw materials prices during the year, there were also steady increases in physical volume as well.

Based on preliminary U.S. Department of Commerce data, Czechoslovak trade with the United States continued to increase significantly in 1973 even though the volume is still not large. Two-way trade with the United States rose from $77 million in 1972 to over $107 million in 1973, an increase of almost 40 percent in one year. Continuing a trend begun in the mid-1960s, the balance of trade was heavily in favor of the United States in 1973 (U.S. sales were $72 million, according to U.S. figures, Czechoslovak sales $35 million).

Agricultural products (mainly soybeans

and hides) accounted for most U.S. exports to Czechoslovakia during 1973; non-agricultural products, mostly computers and related equipment, amounted to approximately $10-12 million.

Czechoslovak goods presently enter the United States without the benefit of most-favored-nation (MFN) tariff treatment. Nor does this trade benefit from Export-Import Bank credits, available to certain other East European socialist countries. It is anticipated that pending restoration of MFN to Czechoslovakia, U.S. sales to Czechoslovakia (and of course Czechoslovak sales to the United States) will not increase as much as would otherwise be the case.

Trend toward financing

Among all CEMA countries, Czechoslovakia has made the least use of foreign credits in financing its foreign trade and internal development. Until recently, many Czechoslovak purchases in the West were done on a virtual cash basis, with little attempt made to secure medium or long-term commercial credits. Recently there have been indications that this policy may be relaxing somewhat, perhaps in response to steeply climbing world prices for manufactures and commodities. It is clear that the availability of credits will be an increasingly important factor in Czechoslovak foreign trade policy.

Apart from agricultural and industrial raw materials, for supplies of which in some categories (e.g., crude oil, soybeans, manganese, iron ore, etc.) the country is heavily or even completely dependent on foreign sources, Czechoslovakia currently imports production machinery and equipment (including machine tools), computers and related technology (including office machines), valves and pumps, hospital and medical equipment, agricultural machinery, construction equipment and miscellaneous manufactures. At present, additional emphasis is likely to be given to the import of selected consumer goods as well.

Among major sectors marked for modernization and expansion under the current Five-Year Plan are the petrochemical, automotive (both cars and trucks), machine tool, power generation, and construction and road-building industries.

The United States, as a major producer of technologically advanced equipment of all kinds, is in a position to benefit significantly from full normalization of trade with Czechoslovakia. As the Czechoslovaks turn more and more to Western sources to secure up-to-date technology and equipment, pressure will increase on Czechoslovak industry to produce quality goods which can earn the foreign exchange on world markets to pay for these items, thus compounding the need to modernize and expand production wherever possible.

In each sector of the economy slated for expansion the reputation of U.S. technology among Czechoslovak planners and industrial managers is said to have a clear advantage over that of most other major suppliers. And it has still not been forgotten here that the United States was Czechoslovakia's third largest trading partner in the 1930s.

It would seem natural for our trade to expand in a number of key areas, although it may prove impossible to reach our full potential until we reach full normalization of commercial relations. The two governments are presently seeking to negotiate a solution to longstanding bilateral financial problems, principally compensation for American property nationalized by Czechoslovakia and return of Czechoslovak gold held in the West since World War II. Settlement of these problems will be an important step forward in our bilateral relations.

Although the potential for U.S. agriculture sales in this country (especially soybeans) should remain high, Czechoslovak officials have made it clear that they would like to see a significant increase in imports of U.S. industrial products. Particular interest has been expressed here in the U.S. machine-tool industry, but Czechoslovakia is interested in U.S. products in all "major trade categories". (A number of U.S. multinational manufacturing firms are already doing business in Czechoslovakia, but most of their sales do not figure in U.S. export statistics.) A frequent complaint heard in Czechoslovakia is that after two decades of minimal business contact with the United States, there is a general lack of information on specific U.S. product lines.

Czechoslovak officials have also expressed deep interest in a major increase in purchases of licenses and technology from the West, particularly for their petrochemical and automotive industries, both on the eve of major expansion. Czechoslovakia is also interested in selling licenses to the West; it has had most success in the field of textile machinery.

It is impossible to predict an early change in Czechoslovakia's negative policy on joint ventures. Until now, the Czechoslovak Government has not been willing to consider joint-production or similar arrangements with Western firms in order to secure needed technology. In this Czechoslovakia clearly lags behind some other CEMA countries.

However, official and private statements are beginning to reflect the view that something beyond purchase of licenses and technological know-how (with which many Western firms are reluctant to part) must be considered if the economy is to receive an injection of up-to-date machinery and technology on the scale it requires. Prospects for this form of industrial cooperation are not bright, since the government still seems to attach little urgency to the issue.

Similarly, the government remains unwilling to let Western firms establish their own offices in the country, although there is interest in some Czechoslovak commercial circles in the possibility of building an international trade center in Prague similar to those to be built in other CEMA capitals.

During 1973 a warm welcome was given by Czechoslovak government and industry officials to a group of high-level American corporate executives, several U.S. trade missions, and an official Department of Commerce exhibition at the annual Brno engineering fair, as well as to individual American business visitors. It is apparent that this favorable treatment will continue in 1974.

Directory Of USSR Foreign Trade Organizations Issued

An index that lists approximately 300 products and identifies the Foreign Trade Organization (FTO) of the USSR Ministry of Foreign Trade that handles their purchase and sale has been published by the Department of Commerce.

The booklet also gives the addresses and telex numbers of the nearly 60 All-Union FTOs.

"The FTOs carry out the purchase of foreign goods and the sale of Soviet products abroad on behalf of their domestic customers and usually have the exclusive trading rights for particular product categories," the booklet states, noting that "actual purchasing decisions in the USSR are normally made by the end-users themselves."

Copies of "Foreign Trade Organizations in the USSR: Product Index and Directory" are available free upon request from the Bureau of East-West Trade, Room 4044, U.S. Department of Commerce, Washington, D.C. 20230.

EEC Renews CXT Suspensions On Orange, Grapefruit Imports

The EEC Council of Ministers has renewed the partial suspensions of the Common External Tariff (CXT) on oranges and grapefruit that have been in effect since 1972. From June 1 to Sept. 30, the CXT on imports of fresh sweet oranges (08.02A1a) will be partially suspended at 5 percent ad valorem. The CXT on grapefruit (08.02D) will be partially suspended at 4 percent ad valorem from April 1 to Dec. 31.

Nigeria To Liberalize Restrictions

In his fiscal 1975 budget speech on March 31, Nigeria's General Gowan declared that payment for imports and remittance of profits and dividends will be put on a current basis. Excise and import duties on foodstuffs, raw materials, building materials, and some consumer goods will be reduced and the list of prohibited imports will be cut. The $4.7 billion Nigerian budget, more than twice the FY74 budget, provides for considerable capital expenditures on priority development projects.

International Business Reports

International Trade Reporter's U.S. Export Weekly (ITEX). Published by The Bureau of National Affairs, Inc. $146 (charter rate) annually.

This new notification service—a companion to BNA's Export Shipping Manual reference set—provides news reports from Washington and around the world on trade legislation, multilateral negotiations, exchange and financing developments, U.S. export regulations and controls, and import and exchange restrictions abroad affecting U.S. exports. Includes official text of significant laws, regulations, and other basic documents as well as special reports issued periodically analyzing particular subjects of general interest, such as nontariff barriers, export control legislation, the European Community's agricultural policy, etc. With country and commodity checklists and quarterly cumulative index.

Write: The Bureau of National Affairs, Inc., 1231 25th St., NW., Washington, D.C. 20037.

Methods of Project Analysis: A Review. By Deepak Lal. Published by the International Bank for Reconstruction and Development. 56pp. $3.

The purpose of this paper, according to the author, is to compare and evaluate various alternative project selection procedures which have been put forward, particularly for application in less developed countries. It is meant primarily for economists who may be confused by claims made by proponents of the different methods, and who may want to learn how they fit in with economic theory as well as with their own immediate practical preoccupations. Chapters discuss foreign trade distortions, distortions in factor markets, income distribution and employment, debt servicing and balance of payments problems, and second-best problems and differential taxation.

Write: The Johns Hopkins Press, Baltimore, Md. 21218.

The Financial Post Survey of Markets 1973-74. 49th edition. Toronto. 348pp. $12.

This annual publication details changes taking place in the shape of markets across Canada—the age structure of the population, where people are located, how much money is being spent and where. Included are buying power indexes designed to facilitate planning of sales, advertising, production and investment decisions. Three methods of measuring markets—income, retail sales and population—are presented as a guide to comparative purchasing and sales power in some 400 areas across Canada.

Contains statistics and notes for all provinces and for about 20 manufacturing industries and leading sectors; forecasts of personal disposable income and retail sales for the provinces and 22 metropolitan areas; maps showing counties and census divisions; and listings of advertising agencies, market research firms and recent market research studies.

Write: The Financial Post, 481 University Ave., Toronto M5W 1A7.

1974 National Trade and Professional Associations of the United States and Labor Unions. Edited by Craig Colgate, Jr. 274pp. $15.75.

This directory, first published in 1966, is revised and updated every 12 months. This edition lists more than 4,700 trade and professional associations and labor unions with national memberships. According to the publisher, the chief value of this book to many subscribers has proved to be as a guide to sources of information. The associations it lists are repositories of specialized data, either through their headquarters or memberships.

Write: Colombia Books, Inc., Room 601, 734 15th St., N.W., Washington, D.C. 20005.

International Control of Investment; the Dusseldorf Conference on Multinational Corporations. Edited by Don Wallace, Jr., assisted by Helga Ruof-Koch. 281pp. $19.50.

Based on papers presented at a conference in Dusseldorf in 1973, this book discusses the question of whether there should be an international organization for foreign investment, similar to GATT, and if so, what economic areas it should cover, what form it should take, and whether or not it would be feasible and realistic to initiate such an organization at this time.

Write: Praeger Publishers, 111 Fourth Ave., New York, N.Y. 10003.

Calendar For World Traders

April 21-25 — Cleveland — International Trade Workshop program on Exporting for Profit, Union Commerce Bldg. Sponsored by Cleveland World Trade Association.

April 23—Memphis—Southeastern Regional Seminar on Brazil, Memphis State University. Sponsors: All Southeastern District Offices, Memphis State University and Memphis World Trade Council. Commerce speakers will include Bernard J. Cahill, Director, Latin America Division.

April 25 — Buffalo — Buffalo Launch Club dinner meeting, Grand Island. Program: Gateway to the Mind.

April 25 — Erie, Pa. — Greater Erie Chamber of Commerce meeting. Jackson Hearn of Commerce's Near East-South Asia Division will speak on Developing Trade with the Middle East.

April 29 — Ann Arbor — Institute for International Commerce. Speakers will include Commerce's J. Robert Wilson.

April 30-May 1 — New York — Conference on Improving Your International Performance, Potential and Profit, Statler Hilton. Annual conference of International Executives Assn.

May 8 — Nashville — International Affairs Luncheon, program on Ins and Outs of East-West Trade. Sponsor: Nashville Area Chamber of Commerce. Speaker: Albert J. Planagan of Commerce's Bureau of East-West Trade.

May 9 — Memphis — Mid-South Exporters Roundtable dinner meeting, Ins and Outs of East-West Trade. Speaker: Albert J. Planagan of Commerce's Bureau of East-West Trade.

May 13—Memphis—World Trade Day luncheon, Everett Cook Convention Center. Sponsor: World Trade Council of Memphis Area Chamber of Commerce.

May 14 — Louisville — Kentuckiana World Commerce Council Meeting, Holiday Inn, Brownsboro East.

May 15-17 — New York — Program on International Taxation, World Trade Institute.

May 16 — Niagara Falls — 18th annual Tri-City Meeting of Buffalo World Trade Association, World Trade Club of the Rochester Chamber of Commerce, and World Trade Club of Central New York; Treadway Inn. Speaker: Gregory W. Mandeville, Carborundum Co.

May 16-17 — New York — Legal Aspects of Doing Business in Black Africa, Essex House Hotel. Sponsored by the American Bar Association.

May 21—Memphis—Memphis World Trade Club, Southwestern University.

May 22—Honolulu—FCIB Round Table Conference and luncheon, Hilton Hawaiian Village.

May 22-24 — Charleston, S.C. — South Carolina, Gateway to World Commerce world trade conference, Mills Hyatt House, 115 Meeting St. Held in conjunction with National Maritime Day Celebration, May 24. Sponsors: State Ports Authority, State Development Board, U.S. Department of Commerce District Office, District Export Council, local international trade associations.

May 23 — Cleveland — 29th annual World Trade Conference, Cleveland Plaza Hotel. Program: World Trade . . . Opportunities in Crises.

Worldwide Business Services

International trade specialists in the Department of Commerce and Foreign Service Officers in the U.S. Embassies and Consulates around the world are continually developing specific commercial opportunities through which American companies can find buyers, agents, partners or investors overseas. One of the major means for communicating these opportunities promptly and accurately to the U.S. business community is through the columns of this magazine. The section that follows presents details about licensing and joint venture proposals, opportunities to sell to foreign firms and government agencies and appoint agents, and details on major construction and expansion projects.

Licensing, Investment Abroad

0913 — NIGERIA — An investment company wholly owned by the South-Eastern State Government plans a **shrimp trawling project** within a year. American shrimp fishing company to participate financially in the venture and to provide technical assistance is sought. Send terms and conditions to H. W. Akpan, Senior Investment Executive, Investment Trust Co. Ltd., 1 and Barracks Road, P.M.B. 1117, Calabar, Nigeria. P-74171.

1500 — KUWAIT — Newly formed government real estate corporation plans to **construct new town** south of Kuwait city. U.S. equity participation sought on turnkey basis. Would include planning, design, engineering, architectural and construction supervision. Total cost estimated at $90-$100 million. Would involve about 2.5 million square meters of land. Interested U.S. firms should cable Kuwait company immediately, follow up with letter outlining experience. Yusuf Shayji, Chairman, National Real Estate Co., Cable KARRA: Write: P.O. Box 22644, Kuwait. P-74182.

2452, 3272, 3431, 3448, 4961 — GERMANY —Large firm seeks partnership with American companies leading to an exchange of knowledge in: **industrial manufactured concrete formwork; containers for offices, day nurseries and other permanent habitation facilities; prefabricated bathroom units, in sections or a monolithic system; prefabricated sections, up to 40" length in lightweight systems for single and multi-storied buildings, for facades and interior walls,** load and non-load bearing type, including exterior cladding and sheathing; **heat engineering, steam, water and oil systems.** Firm, established in 1929, has subsidiaries in construction industry. Manufactures moulding, prefabricated housing, concrete forms, heating systems; and provides engineering. Employs over 5,000. Streif OGH, 5461 Vettelschloss/Rheinland Pfalz, Germany. WTDR. P-74191.

2600 — NIGERIA — Paper converting company seeks joint venture to expand product line. Wants to manufacture **gummed kraft paper, PVC tape, toilet paper, labels, paper cups and other items.** Seeks capital, technical know-how, management assistance. Firm is building a new plant in an industrial park. It employs 25. F. C. Jarmakani, Managing Director, Blue 5 Co. Ltd., 243/45 Iddo-Ijora Causeway, P. O. Box 28, Apapa, Lagos, Nigeria. WTDR. P-74184.

2821 — TURKEY — Seeks technology and possibly equity for manufacture of **polyester raw material** for plastic foam. Land has been purchased for proposed plant which will have a projected capacity of 20,000 tons per year. Foreign collaborator will be asked to assist in procurement of propylene oxide and ethylene oxide and to help find markets for the 25 percent of production to be exported. Firm is new company formed by businessmen currently producing plastic foam material. Polyetkim Petrol Urunleri Sanayi Ve Ticaret, Mahmutpasa, Tarakcilar Sokak, Bekirdere Cizmazi, No. 8, Istanbul, Turkey. P-74180. OPIC.

2842 — JAMAICA — Firm seeks U.S. licensing arrangement for manufacture of industrial **chemicals and floor waxes.** U.S. licensor to grant use of its patents, trademarks and formulas in return for mutually agreed compensation. Company manufactures drugs, pharmaceuticals and cosmetics for domestic sale and for export to other Caribbean countries. Subsidiary of one of Jamaica's largest food importing/distributing firms. Carlton Alexander, Managing Director, Grace Kennedy & Co. Ltd., 64 Harbour St., Kingston, Jamaica. P-74189. OPIC.

2844 — JAMAICA — Seeks licensing arrangement for manufacture of **toothpaste.** U.S. firm to provide formulas, trademarks or patents in return for share of equity, royalty or flat fee based on production. Has close contacts with Jamaican dental profession. Noel Lue, Managing Director, Ewan D. McDougall (Dental) Ltd., 6 East Parade, Kingston, Jamaica. WTDR. P-74188. OPIC.

3079, 4225, 7399 — UNITED KINGDOM — Seeks to enter in agreements with American firms to carry out **contract packaging, warehousing,** and **distribution of U.S. materials** in Great Britain. Products include all types of **ornamental packaging and display items, metal stampings and pressings,** particularly thos which require light assembly work. Also wishes to act as agent for U.S. firm in selecting and exporting iteems for U.S. market. J. Oplatek, Managing Director, Vertroplastics Ltd., 34/35 Hatton Garden, London, England. P-74172.

3140 — TAIWAN — A firm manufacturing **sporting shoes and sandals** seeks licensing, investment or other cooperative agreements with an American company. Firm employs about 66 employees and has a sales volume of $50,000. Tony S. K. Young, Managing Director, Puskin Enterprises Co., Ltd., P. O. Box 58444, Taipei, Republic of China. P-74193. OPIC.

3221 — SPAIN — Group of beverage manufacturers seek joint venture to set up **glass bottle manufacturing plant** for their own requirements and possibly for export. Type of assistance sought: technical know-how, manufacturing licenses and about $2.5 million worth of plant machinery. Group will contribute nearly $7.6 million. Total sum of approximately $10 million would constitute the new company's initial capitalization. Willing to study any type of proposal submitted by interested U.S. firms. Managerial participation will be proportionate to amount of capital invested. New company would established under Spanish legislation as a "Sociedad Anonima" (Corporation). Bela Pontai, Naciones 15, Madrid 6, Spain. P-74185.

3312, 3411 — ISRAEL — Seeks know-how through licenses or joint venture to build plant to manufacture **metal cans for food.** Firm also will need to import machinery and raw materials for the plant. M. Peled, Manager, MPC Management and Production Consultants Ltd., 45 Bialik St., Ramat Gan, Israel. P-74177. OPIC.

3433, 3443, 3469 — BELGIUM — Seeks to diversify and expand production of **steel cabinets for electrical appliances, LPG heaters, and precision sheet metal work in steel, aluminum and copper** through a joint venture or licensing agreement. Firm employs 100 and has sales of $1.5 million per year. For further information contact Charles Winterbeeck, Director of the Industrial Service, Consulate General of Belgium, 50 Rockefeller Plaza, Suite 1104, New York, N.Y. 10020. P-74187.

3535 — FRANCE — Manufacturing rights for **gravity, powered conveyors and components for continuous handling of cartons, cases and containers weighing from 21 to 50 kilograms; gravity, powered and vertical lift conveyors for wood or steel pallets weighing up to 1,000 kilograms;** and **hand operated and automatic palletizing machines.** French firm produces electrical control wires, maintenance equipment, bridge cranes, steel structures and welded frames. It also distributes lifting platforms and fork lift trucks. Company employs 140; reports annual sales of $4 million. Rene Bussat, President, Ets. Bussat-Bourette, Domaine de Biesse-Frans, 01480 Jassans Riottier, France. P-74183.

3540 — GERMANY — Manufacturing rights for **all types of equipment, including machine tools and machinery with brush rollers.** Machinery should not require crane facility. German company is particularly interested in newly developed, patented equipment. Presently, it produces industrial brush rollers, coatings, plastics and glass fiber reinforced polyester products. Operates modern production facilities; is subsidiary of major German firm. IBG Monforts & Reiners, 407 Rheydt, Postfach 514, Germany. P-74181.

3559 — GERMANY — Seeks license to produce **chemical oxygen demand devices** for the domestic, other European markets. Firm presently makes chemical engineering products, environmental and aeration equipment. Employs 500, exports about one-third of its total production. August Schnakenberg & Co., 56 Wuppertal 2, Beyenburgerstr. 146-168, Germany. P-74173.

3559 — INDIA — Manufacturing rights for **mineral crushing and grinding machines, stone and coal crushers, ceramic and refractory equipment and brick and tile making machines.** Firm, interested in obtaining latest technology to expand its production of above equipment, has facilities to implement expansion plans. Suraj K. Basu, Technical Advisor, Kusum Engineering Co. Ltd., 25 Swallow Lane, P.O. Box 2785, Calcutta -700001, India. WTDR. P-74190. OPIC.

3560 — SWITZERLAND — Manufacturing rights for **maintenance free, bush bearings for such industrial applications as machine tools and textile equipment.** Also wants to produce **industrial air filtering devices and complete systems for controlling air polluting processes causing fumes, dust and smoke.** Products of interest include suction systems and compact, air cleaning and filtering units. Company manufactures special bearings, central lubricating devices and industrial air conditioning equipment. Operates several plants; employs 450. Has a major interest in other Swiss firms. Berhard, Director, Wanner AG, 8810 Horgen, Switzerland. P-74174.

3573 — GERMANY — Manufacturing rights for **optical character recognition (OCR) voucher reading devices and page readers for off-and/or on-line operations.** Firm is an important producer and distributor of business machines, OCR data processing equipment and reading devices. It employs 1,500, plus 100 traveling salesmen. Markets its products throughout world. Company also has significant real estate interest. Werner Klein, Walther Bueromaschinen GmbH Abt. OCR-Leser, D-7900 Ulm/Donau, Syrlinstrasse 38, Germany. WTDR. P-74192.

3585 — GERMANY — Manufacturing rights for **air conditioning equipment.** Seeks technical know-how, well developed line of equipment. Firm is an important producer of hot air generators used throughout the EEC. Employs 150; has sound financial standing. Anton Wolf, Wolf Stahlbau KG, D-8069 Geisenfeld, Postfach 30, Germany. WTDR. P-74178. Copies of firm's product brochures are available (in German) from Foreign Investment Services Staff, Office of Export Development, Room 4021, U.S. Department of Commerce, Washington, D.C. 20230.

3585 — SWITZERLAND — Well established manufacture of oil burners and related heating equipment seeks U.S. licenses and technical assistance for manufacture of **heat pumps** with evaporator condensor for application in domestic, commercial and industrial heating systems. Company, highly diversified, also manufactures water treating equipment, swimming pool items, office machinery and equipment, paints, chemicals. Over 2,000 persons are employed in 22 plants. Firm does substantial R&D in energy and is interested in related activities for development of hydrogen heating. Large and modern R&D facilities are offered. Prepared to participate financially. Mr. Looser, President, ELCO, Oel-und Gasfeuerungen AG, Postfach, 8050 Zurich 11, Switzerland. P-74170.

3613 — INDIA — Manufacturing rights for **miniature circuit breakers.** Indian company presently produces low tension switchgear equipment and cartridge fuse links. Firm has obtained preliminary permission from the Government of India to produce circuit breakers. Indian Investment Centre, 708 Third Avenue, New York, N.Y. 10017. P-74186.

3622 — SWITZERLAND — Seeks licenses to manufacture **electronic programmable control units and related devices for use with machine tools.** Would also market to original equipment manufacturers. Interests include **measuring sensors, transducers and other data processing equipment.** Company specilaizes in production of electronic industrial controls. Has recently acquired additional manufacturing facilities. Has experienced engineering staff with good industry contacts; solid financial standing. Gattiker, Globan AG, General Wille Strasse 8, 8002 Zurich, Switzerland. P-74175.

3730 — ARGENTINA — Seeks license to acquire more efficient **designs and new construction methods** for the building of **barges, tugs, river boats, and seagoing fishing boats.** Firm has a maximum capacity of 4,500 metric tons DWT and employs 160 people. Jorge Medina, Astilleros Vicente Forte, 25 de Mayo 611, Buenos Aires, Argentina. P-74176.

3732, 3079, 4952—JAPAN—Seeks licenses to manufacture: **fiber-reinforced plastic yachts and boats; filament winding, centrifugal forming,** and other new procedures to make **fiber-reinforced plastic moldings;** and **sewage purification and disposal systems** yielding less than 10 ppm. biochemical oxygen demand. Firm is manufacturer and wholesaler of fiber-reinforced plastic septic tanks and boats. Established 1964, has annual sales of $22 million. Toshio Suga, manager, Research and Development Division, Daiki Co., KHT Bldg., 33-15 Nakano 3-chome, Nakano-ky, Tokyo 164, Japan. P-74152.

3823 — SWITZERLAND — Manufacturing rights for **liquid cristal digital data displays.** Firm is especially interested in acquiring special processes such as the application of gold onto electronic contacts by vaporizing. Interested in small- to medium-sized products applicable for collection and display of digital data in connection with industrial process control systems and laboratory equipment. Company has considerable know-how in production and design of electronic industrial control equipment. It handles planning of complete process control systems primarily for the chemical, printing and machine tool industries. President of company plans to visit the United States later this year to discuss licensing agreements with interested American firms. Ulrich Pfeuti, president, Elmec AG, Eigerstrasse 16, 3076 Worb, Switzerland. P-74149.

3949 — GREECE — Seeks joint venture with producer of **equipment for health spas.** Wants to bid for supply and installation of such equipment for new spa. U.S. firm would also supervise installation. Greek company presently engaged in design, construction and distribution activities. Constantine Papademetriou, Managing Director, ETC (Hellenic Technical, Industrial, Tourist and Commercial Enterprises), 12 Anagnostopoulou St., Athens, Greece. P-74179.

3961—ECUADOR—Licensing arrangement is sought for manufacture of **costume jewelry and novelties.** Production will not be shipped to the United States, but sold in Ecuadorean market and exported to other countries comprising the Andean Pact where costume jewelry and novelties enjoy 100 percent free entry. Also interested in a joint venture or know-how arrangements on a royalty basis. Farid Saab, general manager, Industrias Fasa de Metales y Plasticos Cia. Ltda., P. O. Box 4358, Guayaquil, Ecuador. WTDR. P-74161.

Licensing and investment proposals from foreign firms are listed in these columns. Specific product interests in each proposal are highlighted in bold type to facilitate identification and each proposal is preceded by the appropriate four-digit product number taken from the Standard Industrial Classification (SIC) Manual.

Background information on opportunities abroad and assistance on overseas investments are available from the Foreign Investment Services Staff, U.S. Department of Commerce, Washington, D.C. 20230. "P" numbers should be used when responding to specific proposals.

WTDR indicates that a World Traders Data Report containing financial and background information on the foreign firm is available for $15 from the Export Information Division, Room 1313, U.S. Department of Commerce, Washington, D.C. 20230, or from any Commerce Office.

OPIC indicates that the country involved is eligible for investment insurance coverage written by the Overseas Private Investment Corporation. Information regarding applicable coverage may be obtained from OPIC, Washington, D.C. 20527.

Licensing In U.S.

For additional information on these opportunities to manufacture foreign firms' products in the U.S. under a licensing agreement or in partnership, write the Investment Services Staff, Bureau of International Commerce, Room 4020, U.S. Department of Commerce, Washington, D.C. 20230 (202-967-2248), referring to the appropriate file number.

GERMANY — U.S. licensee for manufacture of automatic and universal **tool and cutter grinders** is being sought by German firm. **File 2553**

GERMANY — Large German company is offering for manufacture under license in United States its **brewers and maltsters machinery, silos, and conveying equipment. File 2554**

SWITZERLAND — A Swiss company is offering for manufacture under license and distribution in United States a novel **pneumatic automobile jack.** Patented throughout Europe and in United States, the jack was recently introduced on European market. **File 2555**

SWITZERLAND — Swiss firm is seeking U.S. manufacturing licensee for **automotive push-button speeding alarm** which emits modulated signal when a preset speed is exceeded. Easily mounted on any vehicle, alarm has been approved by Swiss automobile clubs, largest of which has ordered 10,000 units for its members. Patent applications have been filed in principal industrial countries, including United States, Canada, and Japan. **File 2556**

SWITZERLAND — Switzerland's leading engineering company in field of solid-waste handling and transportation is interested in locating U.S. licensees dealing with **systems and equipment for treatment of household and kitchen waste; transportation, storage, and volume reduction of solid waste for large apartment and office buildings; collection, transportation, and storage of waste for small cities and industrial parks; and waste handling for industry.** Equipment for so-called recirculation operations and systems that prevent odors, excessive noise, and smoke are of particular interest. **File 2557**

SWITZERLAND — Swiss company specializing in manufacture and distribution of novelty housewares and related products seeks a U.S. licensee for an **adhesive tape dispenser** used in shipping rooms. Dispenser can be placed on a table or moved with one hand along container to which tape is to be affixed. This item is now being sold successfully in Europe and Japan. **File 2558**

SWITZERLAND — Swiss manufacturer and distributor of machinery for graphic industries is seeking an arrangement with a U.S. partner for assembly of **film, paper and foil coating and laminating equipment.** Swiss firm will supply mechanical parts and U.S. partner, drivers, controls, heating and ventilating, and accessory equipment to meet custom requirements. **File 2496-R**

Foreign Trade Opportunities

These trade opportunities are based on reports received from the U.S. Foreign Service by the Trade Opportunities Division, Room 1322, U.S. Department of Commerce, Washington, D.C. 20230. The commodities in which foreign firms have interest are indicated by the five-digit numbers and commodity classifications which are from the Standard Industrial Classification (SIC) Manual and the Numerical List of Manufactured Products, 1967 Census of Manufactures.

U.S. firms should be aware that the listing in Commerce Today *of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the Department of Commerce pursuant to the Export Administration Act of 1969. Applicable export licensing regulations must be followed.*

Every effort is made to include only traders with good reputations. However, the Department cannot be responsible for any trade relations.

Abbreviations used are: I (importer); D (distributor); M (manufacturer); A (agent); R (retailer). To avoid delays, requests for loan material must specify country, commodity, foreign government agency.

WTDR indicates that a World Traders Data Report on this specific firm is available at $15 from the Export Information Division, Room 1313, U.S. Department of Commerce, Washington, D.C. 20230. A WTDR is a trade profile which contains commercial information, including financial references, on an individual foreign firm. Orders must include complete name and address of the subject firm and be accompanied by payment. Further information concerning WTDRs and request forms are available at each Commerce District Office.

Direct Sales

Foreign private firms are interested in agency agreements and/or distributorships for these products. See also "Representations" listings.

Construction

●16100 — JAMAICA — The Ministry of Works, Government of Jamaica, is seeking experienced contractors from member countries of the World Bank and Switzerland interested in bidding for the paving of 440 miles of existing arterial roads throughout the country. The roads are to be overlaid with asphaltic concrete two inches thick. Tenders for the first 220 miles of the program will be invited in May; the remaining works will extend over the subsequent three years. Prequalification documents are available from the Director of Maintenance, Ministry of Works, 140 Maxfield Ave., Kingston 10, Jamaica. The tender number is 204 and prequalification deadline is May 4. Two copies of the prequalification questionnaire are being sent by the American Embassy in Kingston to the Construction & Bldg. Materials Program, Room 2118, U.S. Dept. of Commerce, Washington, D.C. 20230 (telephone: 202-967-3602).

●16100, 16200, 48900—TUNISIA—The Office National du Tourisme et du Thermalisme in Tunisia intends to launch a project (with financial cooperation from the World Bank) for the purification of drinking water and improvements of highways, electricity, and telecommunications in the tourism areas of Tunisia: Hammamet, Nabeul, Sousse, Djerba, and northern and southern Tunisia. Offers made by selected bidders should reach Tunis on or before April 30. Copies of the specifications (in French) available from the Construction & Bldg. Materials Program, Room 2118, U.S. Dept. of Commerce, Washington, D.C. 20230 (telephone: 202-967-3602), and U.S. Dept. of Commerce District Office, 11444 Federal Bldg., 450 Golden Gate Ave., P.O. Box 36013, San Francisco, Calif. 94102 (telephone: 415-556-5864).

Industrial chemicals

●28100—SRI LANKA—Sulfur, 700 metric tons. The Eastern Paper Mills Corp., an agency of the Government of Sir Lanka, is entertaining bids from potential American suppliers of the above item. Bids should be addressed to Mr. A. B. Padmaperemai, General Manager, P.O. Box 1367, 356 Union Place, Colombo 2, Sri Lanka (Ceylon). Tender Number COM/TEN/74/30. Bid deadline April 30. Sulfur should be in kibbled form, free from arsenic, telleurium—practically free from bitumen and suitable for sulfur burners with dry feeding system, as well as molten type feeding system. Sulfur should be from 95 to 100 percent pure, with a selenium content of less than 0.01 percent. It should be packed in poly or jute bags. A shipping schedule as follows is desirable, but is subject to variation: 200 tons June, August, October, and 100 tons December. A copy of tender documents and specifications is obtainable at the Chemicals and Rubber Program, Materials Division, U.S. Department of Commerce, Washington, D.C. 20230. (Phone: 202-967-3468).

●28790 — HONDURAS — Supply of 48,400 lb. of DDT—100%, and 1,542,158 lb of DDT—75% Wettable Powder required over a three-year period. Material to meet WHO specifications WHO/CIF/26. Annual deliveries to comprise a single shipment of DDT—100%; two shipments of the DDT—75% W.P. if desired. Bids should quote unit price per pound and Puerto Cortes for entire shipment. Indicate type of container and net quantity of each. It is desirable, if possible, for supplier to offer financing directly or through Eximbank or other agency. Government of Honduras will issue necessary guarantees. Direct offers to Dr. Carlos A. Cruz Lopez, Director, SNEM, Servicio Nacional de Erradicacion de la Malaria, Ministerio de Salud Publica y A.S., Spartado Postal No. 578, Tegucigalpa.

Cement

●32400—IRAN—Supply of 112,000 tons of Type M-400 Portland cement; 39,000 tons of Type M-500 Portland cement; 18,000 tons of Type M-400 sulphateresistant Portland cement; and 21,000 tons of Type M-500 sulphateresistant Portland cement. Offers accepted until May 5 by National Iranian Steel Corporation. Copies of specifications may be obtained from the Construction & Bldg. Materials Program, Room 2118, U.S. Dept. of Commerce, Washington, D.C. 20230 (telephone: 202-967-3602), and U.S. Dept. of Commerce District Office, 11444 Federal Bldg., 450 Golden Gate Ave., P.O. Box 36013, San Francisco, Calif. 94102 (telephone: 415-556-5864).

Steel mill products

●33100 — IRAN — Various quantities and sizes of iron beam, steel channel, galvanized sheet and steel angle. Tender No. 17921; bid deadline May 14. National Iranian Steel Corporation, Tehran. Specifications available from Iron and Steel Program, BDC, U.S. Department of Commerce, Washington, D.C. 20230, phone 202-967-2438.

●33100 — PAKISTAN — Supply of 275 miles of 18 OD steel line pipe meeting API 5 LX-52 specifications in three wall thicknesses: .312 (1.399 million feet), .375 (15,840 feet) and .438 (36,960 feet) to be used in construction of high pressure gas pipeline. Tender to be financed by loan from Asian Development Bank funds. Tender No. IRBP 7/1; bid deadline May 2. Sui Gas Transmission Co. Ltd., Karachi Terminal, University Road, Karachi. Tender documents available at above address at a cost of $20.

●33100 — IRAN — Supply of hard metal tips for lathing steel tyres. Tender No. 1542/52; bid deadline May 20. Ministry of Roads, Iranian State Railways, Tehran. Tender documents available from Iron and Steel Program, BDC, U.S. Department of Commerce, Washington, D.C. 20230, phone 202-967-2438.

Rolling, drawing, extruding of nonferrous metals

●33500 — PERU — 50 Km of 100 pair, 22 gauge telephone called "T" screen. Bid deadline, as soon as possible. Carlos Reyna, Jefe de Transmission, Compania Peruana de Telfonos, S.A., P.O. Box 896, Lima 1. Tender documents available at above address.

Engines, turbines

●35100 — IRAN — Supply and erection of nine gas turbine generating units having a total capacity of 360-540 mw. Contract No. MIR-4261-4, bid deadline May 15. Ministry of Water & Power (TAVANIR), Avenue Iran Novin, Tehran. Tender documents available from the above address, without charge.

●35100—GREECE—Four 2000 KW diesel engine generator sets and all necessary auxiliary equipment. Tender No. 125/18, bid deadline May 17. Public Power Corp., Purchasing Administration, 55 Stournari, Athens (102). Copy of tender document is available on short-term loan basis to firms located in the U.S. from Transportation and Capital Equipment Division, BDC-464, Room 2814A, U.S. Department of Commerce, Washington, D.C. 20230. (Phone: 202-967-5652).

●35100—INDIA—Three 10 mw and three 20 mw gas turbine sets complete with aeroengine gas generator. Oil India Ltd., Duliajan P.O., Assan. Copies of specifications available from Transportation and Capital Equipment Division, BDC-464, Room 2814A, U.S. Department of Commerce, Washington, D.C. 20230 (Phone: 202-967-5652).

Construction, mining, materials handling machinery, equipment

●35300—MALTA—Supply and installation of a bituminous emulsion production plant. Plant must have minimum production capacity of about 100 tons of emulsion daily. Tender no. 236; bid deadline May 30. Public Works Department, Beltissebh, Malta. A review copy of specifications available from the Transportation and Capital Equipment Division, Room 3806, U.S. Department of Commerce, Washington, D.C. 20230 (Phone: 202-967-5593).

Special industry machinery

●35500—ALGERIA—Turnkey paper products plant at Bord-Bou-Arreridj, Eastern Algeria, to produce 12,750 M/T large kraft bags (FNJ Cement, etc.), 2,250 M/T small kraft bags, and 10,000 M/T assorted cardboard boxes. All capacities annual based on 240 working days. Bid deadline April 30. Societe Nationale Des Industries De La Cellulose (Sonic), (A L'Attention Personnelle Du Directeur General), 15, Rue Hamani, Algers; cables: Sonicel Alger: Telex: 52933. A review copy of specifications in French available on short-term loan basis from Transportation and Capital Equipment Division, Room 2806, U.S. Department of Commerce, Washington, D.C. 20230 (Phone: 202-967-5593).

●35500 — UNITED ARAB EMIRATES — Two desalination units of three million gallons per day capacity. Bidding must be through a local agent. Tender no. not specified; bid deadline June 4. Mr. Habib Ahmad, Director General (Technical) or Mr. Wittman, Consulting Engineer. Abu Dhabi Ministry of Water and Electricity, POB 219, Abu Dhabi, UAE, Cable: Electricity, Telex: Makahraba AH369 or Lahmeyer International GMBH, c/o Hilton Hotel, POB 877 Telex: AH 212 Abu Dhabi.

3551323 — 3551329 — BRAZIL — Equipment for processing oranges into frozen concentrated form and for extraction of oils from peels. Call or cable Milton Bolivar de Araujo, Intercontinental Agro-Comercial S.A., Avenida Almirante Barrost 90—4-0 Andar, Rio de Janeiro, CEP 20000. Tel.: 222-5397.

General industrial machinery

●35600 — IRAN — Stationary electro compressor, 14 sets, compression capacity adjustable between 7 to 9 atm; water cooled; air output about 1000 cubic meter feet per hour; equipped with air cooling unit. Tender No 2745/52; bid deadline May 27. Purchasing General Department, Iranian State Railways, Tehran. Review copy of specification available on short-term loan basis from Transportation and Capital Equipment Division, Room 2806, U.S. Department of Commerce, Washington, D.C. 20230, phone (202) 967-5593.

Office, computing, accounting machines

●35700—INDIA—The Chief Administrative Officer, Institute of Agricultural Research Statistics (ICAR), Library Ave., Pusa, New Delhi 110012, has issued tender No. 19(1)/74 for III/IV generation electronic computer system with auxiliary equipment, associated hardware and technical manuals. Bid deadline June 30. Copies of tender announcement and specifications available from above address for Rs. 25 (approx. $3.30) by sending crossed demand draft drawn in favor of ICAR.

●35700—TURKEY—The PTT Genel Mudurlugu, Malzeme Dairesi Baskanligi Sokak-Catal Han Ulus, Ankara, has issued a tender for 40 postage marking machines, 1-9999 Kurus stamp nomination; 1-99,999.99 TL totalizer-counter; 2-8mm. adjustable envelope thickness. Bid deadline May 14. Copies of tender announcement and specifications available from Modern Translation Bureau, Karanfil Sokak 49/2, Yenisehir, Ankara, Turkey for $6.

Electric transmission, distr. equipment

●36100—INDIA—Supply of 220, 132KV and 33KV control and relay panels. Tender No. IDA/MPEB/5, bid deadline May 20. Regional Accounts Officer, Madhya Pradesh Elect. Board, P.B. No. 34, Jabalpur, M.P. Tender documents available from above address by sending a demand draft for $13.75 drawn on any Indian Bank in favor of Regional Accounts Officer, M.P.E.B. Jabalpur.

●36100—INDIA—Supply of circuit breakers, isolators, instrument transformers, and lightning arrestors. Tender No. TDA/O.S. E.B./4, bid deadline May 17. Superintending Engineer (T), Headquarters Office, Orissa State Elect. Board, Bhubaneswar-751 007, Orissa. Tender documents available from above address by sending a demand draft for $13.75 drawn on any Indian bank payable at Bhubaneswar in favor of Assistant Secretary (Accounts) Orissa State Elect. Board.

●36100—NEW ZEALAND—Supply of four 200 KV circuit breakers. Tender No. 613, bid deadline April 30. Secretary, Tenders Committee, New Zealand Electricity Department, P.O. Box 12144, Wellington North. Tender documents will be available when received, on a short-term basis from the Transportation and Capital Equipment Division, Room 2806, BDC, U.S. Department of Commerce, Washington, D.C. 20230. Phone 202-967-3526.

●36100—TAIWAN—Supply of instrument transformers for metering 15 KV insulation class, single phase outdoor use. Request includes: potential transformers 7200/120V, 900 units; 12,000/120V, 2340 units, current transformers 20/5 amp., 1640 units, 30/5 amp., 1000 units, 50/5 amp., 380 units; 100/5 amp., 140 units; 200/5 amp., 70 units and 400/5 amp., 10 units. Award to be made on whole lot basis. Tender No. FL2-630554, bid deadline May 5. Central Trust of China, Manager of Procurement Dept., 49 Wuchang St., Sec. 1, Taipei (100), Rep. of China. Purchases financed by Eximbank, Credit No. 4311. Tender documents available on short-term loan basis to firms domiciled in U.S. from Transportation & Capital Equipment Division, Room 2806, BDC, U.S. Department of Commerce, Washington, D.C. 20230. Phone 202-967-3526.

●36100—THAILAND—Supply of switchgear equipment for use in 69/12 KV indoor substations. Supplies include wall bushings, busbar, conductor leads, bus fittings and connectors, line terminating equipment, lightning arresters, voltage and current transformers etc. Invitation No. ADB-MEA 201, bid deadline May 20, Metropolitan Electricity Authority (MEA) 121 Chakpetch St., Bangkok 2. Copy of specification available, for review only, from Transportation and Capital Equipment Division, Room 2806, BDC, U.S. Department of Commerce, Washington, D.C. 20230. Phone 202-967-3526. Additional copies obtainable from MEA at above address for $7.50 per set.

●36100—THAILAND—Supply of six 12,000 volt, delta connected 416Y/240V, 3-phase, 50 cycles distribution transformers; six units as above except rated 750 KVA; four rated 1000 KVA and two rated 1,500 KVA. Tender No. MEA-PSD-309, bid deadline May 2. Purchase and Stores Department, Metropolitan Electricity Authority, (MEA) 121 Chakpetch St., Bangkok 2. Tendeh documents available from MEA at $5 per copy.

●36100—THAILAND—Supply of six 69/24-12 KV power trnasformers, one transformer with dual primary voltage 115 and 69 KV and three transformers rated 115/24 KV; all units to have load tap changing equipment including transformer oil, cable compound, lightning arresters and hot spot winding temperature thermomenter (image coil system) for one phase only and spare parts. Tender No. ADB-MEA-203, bid deadline June 17. Purchase & Stores Department, Metropolitan Electricity Authority (MEA) 121 Chakpetch St., Bangkok 2. Tender documents can be obtained from MEA at above address at $14.50 per copy.

Electric lighting, wiring equipment

●36400 — INDIA — Supply of conductor, groundwires, insulators and hardware for transmission lines. Tender No. IDA/ASEB/2, bid deadline May 7. Chief Engineer, Assam State Electricity Board, Short Round Rd., Shillong-1, Meghalaya. Tender documents available from above address by sending a demand draft for $13.75 per copy on any Indian bank, drawn in favor of Chief Engineer, Assam State Electricity Board.

Communication equipment

●36600—COLOMBIA—The Empresas Publicas de Medellin, Seccion de Importaciones, Edificio Miquel de Aguinaga, Oficina 607, Medellin, has issued tender No. G-303 for design, manufacture and supply of telemetering devices and communications equipment for a power release center. This bid is partially financed by the World Bank (IBRD). Bid deadline June 3. Copies of tender announcement and specifications available from above address for 1500 pesos for the first copy and 750 pesos for each additional copy.

●36600 — ECUADOR — Ing. Hugo Herrera, Direccion General de aviacion Civil, Piedrahita 359, Quito, has issued a tender (no number) for instrument landing system for Guayaquil Airport Primary and Secondary Area Control Radar. Bid documents are being prepared and a call for bids will be published soon.

●36600 — INDIA — The Directorate General, Supplies and Disposals, Jeevantara Bldg., Parliament St., New Delhi 110 001, has issued tender No. POS/TEC/219/P1096?4-7.74/5-1692 for satellite photofacsimile recorder. Financed out of World Bank loan/free resources. Bid deadline May 8. Copies of tender announcement and specification available from above address for $2, not refundable.

●36600 — INDONESIA — The Port Administration of Tanjung Priou, Jakarta, Directorate General of Sea Communications, Dept. of Communications, has issued tender No. 003/ADB/TPDP/1974 for 2-40 watt VHF transmitters; 2-25 watt VHF transmitters; 10 VHF single channel receivers; 50 VHF transceivers; 44 handi-talkies and associated antennas, batteries and spares. Bid deadline May 20. Copies of tender announcement and specifications with complete drawing available for Rupiah 10,000 each (approx. $23.98) from above, or on a short-term loan basis from firms located in the U.S. from Science and Electronics Division, BDC-466, Room 1001, U.S. Dept. of Commerce, Washington, D.C. 20230, telephone: 202-967-2939, when received from Jakarta.

●36600 — IRELAND — The Department of Posts and Telegraphs, Contracts Section, Marlborough St., Dublin, has issued tender number C/610/5/23-Spec. No. 1/01/74, for supply and install automatic telephone equipment at Sutton Telephone Exchange Co., Dublin. Project financed with central government funds. Bid deadline May 23. Copies of tender announcement and specifications available from above address, or on short-term loan basis to firms located in U.S. from the Science and Electronics Division, BDC-466, Room 1001, U.S. Department of Commerce, Washington, D.C. 20230, telephone: 202-967-2939, when received from Dublin.

●36600 — ALGERIA — The Ministere des Postes et Telecommunications, Bureau des Marches, Bureau 828, 4, Blvd. Salah Bouakouir, Algiers, has issued tender No. 10 Antennas de reception et 10 Antennas d'emission for supply and installation of 10 transmitting and 10 receiving directional periodic log antennas. Bid deadline April 22. Copies of tender announcement and specifications available from above address.

●36600 — GREECE — The Hellenic Navy Command, Navy Supply Center, Supreme Procurement Committee, 2 Paparigopoulou Street, Athens, has issued tender No. 619.1.204/7/73 for supply of 4 radars intended for installation on navy ships. Bid deadline April 26. Copies of tender announcement and specifications are available from above address or on a short-term loan basis to firms located in the U.S. from the Science & Electronics Division, BDC-466, Room 1001, U.S. Department of Commerce, Washington, D.C. 20230, telephone 202-967-2939, when received.

●36600 — GREECE — The Hellenic Telecommunications Organization (OTE), 6 Klissovis Street, Athens, has issued tender No. 7071 for supply of material and equipment for 59 VHF and UHF radio links, and more. Bid deadline May 24. Copies of tender announcement and specifications available from above address.

●36600 — MALAYSIA — The Director-General, Malaysian Meteorological Service, Jalan Sultan, Petaling Jaya, Selangor, has issued a tender (no number) for wind finding pulse radar, for automatic tracking of balloon-borne reflectors. Bid deadline April 22. Copies of tender announcement and specifications available from above address, or on a short-term loan basis to firms located in the U.S. from the Science & Electronics Division, BDC-466, Room 1001, U.S. Department of Commerce, Washington, D.C. 20230, telephone 202-967-2939, when received.

●36600—MALTA—The Accountant General and Director of Contracts, Floriana, Malta, has issued tender No. 279 for telephone switching system for an estimated 31,000 lines to cover Malta's requirements for 1974-80. Bd deadline April 29. Copies of tender announcement and specifications available from above address.

●36600 — SENEGAL — The Direction de l'Office des Postes et Telecommunications Division des Telecommunications, 2EME Bureau 6, Boulevard Roosevelt, Dakar, Senegal, has issued tender No. 040/OPT/AM for telecommunications rehabilitation and expansion of local networks, and improvement and development of microwave link and long distance facilities between Dakar and cities north of Senegal. Cost about $8.6 million. Bid deadline June 10. Copies of tender announcement and specifications available from above address, in French, at $210 per copy, or on a short-term loan basis to firms located in the U.S. from the Science & Electronics Division, BDC-466, Room 1001, U.S. Department of Commerce, Washington, D. C. 20230, telephone 202-967-2939.

●38600—ALGERIA—The Societe Nationale "Les Nouvelles Galeries Algeriennes," Direction des Importations 67, Rue Larbi Tebessi, Belcourt Algiers, Algeria, has issued a tender (no number) for motion picture accessories, projectors and loud speakers. Bid deadline April 24. Copies of tender announcement and specifications available from above address.

Representations

Foreign private firms are interested in agency agreements and/or distributorships for these products.

Converted paper, paperboard goods

2641761 — 3433441 — 3433443 — 3433445 — 333447 — MALTA — Transparent adhesive P.V.C. tape; width 1½ to 2 in. Lengths 72 yds. Quantity on first order est. 50,000 rolls. Kerosene domestic heating stoves. Requests C.I.F. Malta prices & catalogs. Payment by letter of credit. Reply to—Mr. Joseph V. Vella, Owner/Dir., Joseph V. Vella, 879/4 St. Joseph Rd., Hamrun. Tel. 22216. Excl. agency.

Agricultural chemicals

●28790 — ECUADOR — The National Development Bank wishes to carry a complete line of agricultural insecticides, herbicides, fungicides and other agricultural chemicals for direct sale at cost, through its retail outlet, to farmers. Interested suppliers should contact the Manager, Ing. Pascual Torrez, Banco Nacional de Fomento, Depto. de Almacenes, Manuel Larrea 449, Quito.

Steel mill products

33126 — BELGIUM — ASTM A 269-seamless & welded austenitic stainless steel tubing for general service; ASTM A 335-seamless & welded steel pipe for low-temperature service; ASTM A 335-seamless ferritic alloy steel pipe for high-temperature service; Depending upon results of TO contacts, Mr. Meganck would go to U.S. next July. Reply to—Robert Meganck, 102 Ave. Louis Bertrand, 1030 Brussels. Telephone: 15.29.68.

U.S. Firms Invited To Participate In Business Exposition In Iran

U.S. firms are invited to participate in PATEXPO-IRAN, a new technology and business exposition, to be held at the Arya-Sheraton Hotel in Tehran June 1-5. Thousands of middle-eastern businessmen, representing about $90 billion of purchasing power, are expected to attend. For additional information call (collect) or write Richard Pressman, New Products Manager, Patents International Affiliates, 540 Madison Ave., New York, N.Y. 10022; telephone 212-755-3500.

Caribbean Bank Offers Brochures On Industrial Development

The Caribbean Development Bank, which earlier had released a report on the possibilities for establishing manufacturing industries in its less developed member countries (LDCs), now has available a brochure listing those export industries identified as offering the greatest potential. Copies of the brochure on industrial development, and another on the Bank's services, may be obtained from the Caribbean Development Bank, P.O. Box 408, Bridgetown, Barbados.

Mexican Company Seeks Dryers

As part of a U.S. $32 million expansion program, Industria del Alcali, S.A. is seeking three Dense Ash Rotary Steam Tube Dryers with an estimated value of $400,000 each. Interested suppliers may contact Patricio Madero Gomez, Industria del Alcali, S.A., Apartado Postal 2459, Monterrey, N.I. Mexico. (Telephone-46-41-45; Telex-038623). Copies of exact machine specifications can be obtained from USDOC, Office of Export Development, Room 3414, Washington, D.C. 20230.

UNDP Announces Requests For Aid From 18 Countries

Eighteen developing countries have submitted 25 preliminary requests for financial and technological assistance from the United Nations Development Program (UNDP). These are requests from the developing countries which have not been funded nor has an executing agency been designated to implement them. They are made available to U.S. firms as potential projects on which future bid proposals may be requested, or as indications of the industrial and social plans of the requesting countries.

U.S. firms are cautioned that these projects may not be approved, for technical and/or other reasons.

Interested U.S. firms may obtain individual summaries of these projects from the Trade Opportunities Program, Overseas Business Opportunities Division, Rm. 1322, U.S. Department of Commerce, Washington, D.C. 20230. Please include a pre-addressed label with your requests, and identify each project desired by project number, country and title.

BOL/73/006 — BOLIVIA — National quality control plan.

BRA/72/024 — BRAZIL — Strengthening of the Brazilian biomedical information network.

BRA/74/001 — BRAZIL — Establishment of a foundry center in Itauna (state of Minas Gerias).

CHI/71/545 — CHILE — Technological applications of the nuclear energy Chilean Center for nuclear studies, Santiago.

ECU/73/006 — ECUADOR — Exterior of meteorological networks (phase II).

FIJ/71/003 — FIJI — Vocational Training Development.

ICE/73/003 — ICELAND — Utilization and conservation of grasslands.

IND/71/617 — INDIA — Assistance to the application of products division, IIP (phase II), Dehra Dun.

IND/73/026 — INDIA — National staff college of educational planners and administrators, New Delhi.

INS/72/005 — INDONESIA — Planning and development of transmigration schemes.

INS/72/028 — INDONESIA — Development of central and regional occupational health and industrial hygiene laboratories.

INS/72/061 — INDONESIA — Indonesia ports study of Surabaya Belawan and Panjang.

INS/72/068 — INDONESIA — Jakarta sewerage and sanitation project.

INS/72/069 — INDONESIA — Road development in Irian-Jaya (technical support services).

INS/72/024 — INDONESIA — Private development finance company of Indonesia (PDECI), Jakarta.

IRA/72/014 — IRAN — Watershed management and coordination.

IRQ/71/536 — IRAQ — Buffalo production in Iraq with emphasis on marsh areas.

MEX/72/011 — MEXICO — Export promotion.

PHI/72/020 — PHILIPPINES — Further road feasibility studies.

POL/71/512 — POLAND — Development

of production and application of enzyme preparations of microbial origin.

ROK/72/006 — Republic of KOREA — Nakdong river basin delta.

SAU/72/003 — SAUDI ARABIA — Center for applied geology, Jeddah (phase II).

SUD/71/552 — SUDAN — Establishment of a telecommunications test, repair and maintenance center, Khartoum.

SUD/73/004 — SUDAN — Youth training and social development centers.

THA/72/008 — THAILAND — Mae Sa integrated watershed and forest land use (Chiang Mai Province).

YUG/73/007 — YUGOSLAVIA — Assistance in the development of processing equipment.

Initial Basic Equipment Needed For Customs House In Bolivia

Administracion Autonma de Almacenes Aduaneros (AADAA), the Bolivian Government wholly-owned "Customs Warehouse Administration," announces that a new customs warehousing facility will be built in Cochabamba beginning this month. Buildings will cost approximately US$ 1.5 million.

AADAA requires certain initial basic equipment, approximate cost of US$ 350,000.

Interested U.S. firms should contact the AADAA at the following address: Administracion Autonoma de Almacenes Aduaneros—"AADAA," Casilla 5259, El Alto, La Paz, Bolivia, ATTN: General Jaime Bilbao Zubieta.

Future Construction Abroad

UNITED ARAB EMIRATES — The Ministry of Information and Tourism plans **construction of a complex** to include firstfloor space for Alittihad, the Ministry's daily Arabic-Language newspaper, three floors for the Ministry itself and additional facilities for radio and television studios and an auditorium, to be built on the Corniche (Sea-Side Road) adjacent to Abu Dhabi Hilton. The first stage will be the design contest for the actual structure, to be advertised within the next several weeks. The winner will be awarded $25,000 and will probably be asked to supervise construction, in conjunction with the Ministry of Public Works. Interest in equipment is some months in the future but interested U.S. suppliers should send several copies of their catalogs and other information to the American Embassy, Box 2203, Abu Dhabi, UAE, Arabian Gulf, for passing to the Ministry of Information.

HONG KONG — Swire Properties, a subsidary of the extensive Swire Group, is planning to develop **a new town** on the site of the present Taikoo Shipyard in Quarry Bay, Kowloon, to cover about 101 acres. Highrise residential structures with planned occupancy of 59,000 people will occupy 80 acres, 20 acres will be devoted to commercial and industrial uses. Projected cost roughly U.S. $320 million. All engineering, architecture and construction will be done by Swire companies. However, there exists the possibility of supplying harware, building materials and building machinery such as elevators, escalators, airconditioning and other equipment. Swire will purchase materials and equipment only on the basis of establishment of an agency agreement for Hong Kong. An appropriate Swire group company must be named as agent for the line of materials or equipment to be procured. Interested suppliers should contact Mr. L. A. Heming, Swire and Maclaine (FE) Ltd., Union House, Chater Rd. Hong Kong. Tel: 5-230011. Telex: HX3206. Cable: PROSWIRE.

SWEDEN — The Swedish meat processor Lars Jonsson Chark AB will **expand its plants by purchasing new meat processing machinery, filling and stuffing machines, and sealing and packaging machines.** In addition, the firm needs new cooking and smoking (hot and cold) installations and plants, refrigeration and cooling systems/plants and storage systems. The company acts as a wholesaler of slaughterhouse products and cured meat and provisions. Send inquiries to Mr. Sveneric Rosvall, Engineer, Lars Jonsson Chark AB, Fosievagen 8, S-214 31 Malmo.

FRANCE — The Chamber of Commerce and Industry of Vaucluse plans to **build a professional school.** The cost, 10 million francs, is already covered, with the city of Avignon and the "Conseil General" of Vaucluse contributing a large part. In the first stage, the school will group several centers where the students will be trained in: hotel and restaurant, secretarial jobs, and special trades such as butchers, caterers, and supermarket food specialist. A hotel and restaurant will also be built where students will be trained on the job. In a second stage, the Chamber of Commerce wishes to regroup on this new location all the schools which it already manages. Scheduled completion date is July 1975. M. Guy Le Hen, Secretaire General, Chambre de Commerce et d'Industrie, 46 Avenue Jean Jaures, 84000 Avignon, France, is interested in receiving offers for kitchen and airconditioning equipment.

BOLIVIA — Executive Director of "AADAA" (Administracion Autonoma de Almacenes Aduaneros), Bolivian Government wholly-owned "Customs Warehouse Administration," has announced that a **new customs warehousing facility is being built** in Cochabamba. Buildings will cost approx. U.S. $1.5 million and are expected to be finished within a year. AADAA requires certain initial basic equipment, approx. cost U.S. $350,000, and would like to receive estimates from interested U.S. firms; equipment includes: 16 industrial scales, 5,000 Kg. weight capacity; 1 motor truck scale, 50,000 Kg. weight capacity; 1 railroad track scales, 90,000 Kg. weight capacity; 8 hoists; 2 industrial cranes; 2 industrial tractors; 2 truck trailers; 2 scout cars, "Jeep" type; 1 pick-up truck; 1 industrial truck and 3 silo fillers. Also "AADAA" will begin construction of its customs warehousing in Santa Cruz with an approx.cost of U.S. $2 million, probably during mid-1974. U.S. firms should communicate directly with: Administracion Autonoma de Almacenes Aduaneros—"AADAA," Casilla 5259, El Alto, La Paz. Attn: General Jaime Bilbao Zubieta.

BURMA — Burmese Government agencies have traditionally made little use of foreign consultants for engineering or other technical services, but Burma's increasing reliance on international financial institutions for major development projects, and the growing sophistication of projects undertaken, are likely to provide a number of **opportunities for U.S. consulting firms** in coming years. A few projects are: expansion of the Rangoon municipal water supply; fisheries expansion program; a study of appropriate industries for the utilization of Burma's extensive timber resources. Personal contacts will be important for firms seeking such opportunities. A list of Burmese Government agencies which are prospects for services is available from the U.S. Department of Commerce, Trade Opportunities Program, Rm 1322, Washington, D.C. 20230.

YUGOSLAVIA — A list **of 13 projects** planned in the Republic of Bosnia/Herzegovina during the next two years is available from the U.S. Department of Commerce, Trade Opportunities Program, Rm 1322, Washington, D.C. 20230. Total investment is $160 million and total expenditures in foreign equipment is estimated at $56.8 million. Included are new or expanded furniture and woodworking plants, food and beverage plants, steel mills and machine tool plant, textile plant, paper mill, radio-television factory and brick factory.

CHILE — The Government-owned Chilean Electric Co., ENDESA, announced its **expansion program,** estimated to cost U.S. $260 million, for which it hopes to open international bidding during 1974. All but one of the projects involved have feasibility studies completed. A list is available from U.S. Department of Commerce, Trade Opportunities Program, Rm 1322, Washington, D.C. 20230.

TURKEY — Turk Traktor ve Ziraat Makineleri A.S. (Turkish Tractor and Agricultural Machinery Corp.), P.K. 24, Ankara, plans to **expand their existing Fiat tractor factory** from 10,000 to 30,000 units annually under a manufacturing program on 250-day per year daily working shifts both for processing and assembly. The expansion project aims at reaching such a production level and introduction of new installations for carburizing, hardening, and tempering, etc. Machinery requirements call for procurement from abroad of 140 units of workshop machinery for mechanical and sheet working facilities; 16 machines for sharpening; and 15 categories of machines for maintenance operations. Also equipment for specific installations—painting, fire fighting, power and material handling utilities. The Corporation plans to establish an engine factory for manufacturing 35,000 units per year. This will include yearly a production of 23,000 engines (3-cylinder), 9,500 engines (4-cylinder) and 2,500 engines (6-cylinder) all based on a yearly production program with 250 working days. The Corporation also plans to replace obsolete machinery at its existing facility under a replacement program of 10-15 machines per year. This will particularly include procurement of approx. 14 lathes, 4 horizontal milling machines, 3 engine lathes, 3 Radial drilling machines, 3 multiple spindle drilling machines, etc. The firm is interested in possible Eximbank financing. Interested U.S. firms should supply the Corporation with catalogs to introduce their products and technological capability.

JAMAICA—Construction work on 451 two-bedroom units will begin by May at Portmore in Saint Catherine, a reclaimed area across Kingston Harbour. Total cost is some U.S.$5 million. The scheme will consist of 102 single units and the remainder will be town house types in blocks of four units. Included will be a community center. Work, in phases of 50 units, is expected to be completed in two years after start of construction. The low income housing units are being built through finances provided in part by Agency for International Development. Developers: Mutual Housing

Services Ltd., 9 Tangerine Pl., Kingston 10, Tel: 936-4766. Architects: McMorris Sibley Robinson, 2A Caledonia Crescent, Kingston 5, Tel: 926-1670. Contractors: S. C. Cox & Brothers Ltd., 22 Burlington Ave., Kingston 10, Tel: 926-2656. The contractors are now buying material and fixtures and U.S. suppliers of reinforced steel bars, and sanitary and bathroom fixtures should get in contact immediately.

VENEZUELA — The Government utility C.A. de Administracion y Fomento Electrico (CADAFE), Edificio Fundacion La Salle, Avenida Cota Mil & Apartado Correos No. 5179, Caracas, announced that construction startup for the **Uribante-Caparo hydroelectric project** is slated for 1975. Feasibility studies for various alternatives being reviewed were prepared by two consortiums, one composed of a local firm and Harza Engineering Co. of Chicago, the other one of another local company and Tippet, Abbots, McCarthy & Stratton (TAMS) of New York and Electroconsult of Italy. The Uribante-Caparo project, located in the Venezuelan Andes between Merida and San Cristobal, will utilize waters of the rivers Uribante, Caparo, Fundacionera, Doradas, Camburito and Navay, and will consist of four dams, three power houses and interconnecting tunnels and penstocks. Total generating capacity is estimated at 1.5 million KW, and total investment Bs.1.5 billion. The Venezuelan Government has approached the Inter-American Development Bank regarding financing.

IRELAND—The Government has approved in principle **building of an eight-lane motorway bridge across the River Liffey and development of Dublin's rail commuter services.** The proposals were submitted by the departments of Transport and Power and Local Government. Proposals for the motorway bridge close to the mouth of the river include construction of high capacity approach roads and interchanges. The bridge will be about 22 ft. over mean high water on the river—16½ ft. over quay level. Principal feeder roads on the north side are intended to provide access to proposed new roads to Dublin Airport and the west of Ireland. South, the principal approach will be via a new road along the coast. Estimated cost is £1.5 million. Cost of the interchanges has not been announced. Planning and construction are expected to take eight years. Rail commuter services will require new rolling stock, signaling systems and stations on existing north/south lines, with later extension to the suburbs of Blanchardstown and Clondalkin. Work on this project may not start for two years; completion time is estimated at three years.

SOUTH AFRICA — The South African Government plans to construct an R80 million modern **international airport** near Durban. Local government officials indicate that construction will commence by the middle of 1974 but the airport will not be in operation until 1982. Expropriation of some 7,000 acres of land has already begun. Opportunities for large-scale participation by U.S. firms appear, for the immediate future, to be limited. Only when final specifications for equipment are drawn up, in 1979 or 1980, does it seem likely that U.S. suppliers will be able to tender for the wide range of sophisticated equipment needed. At that stage international tenders will be invited. U.S. firms interested in obtaining specific information on the project should contact the Airport Planning Section, Division of Civil Aviation, Department of Transport, Private Bag X193, Pretoria.

MOZAMBIQUE—The Mozambique Health Department is establishing a **Physical Medicine and Rehabilitation Center** within the Lourenco Marques General Hospital premises to be housed in a three-story building, costing about U.S.$1.2 million and requiring an estimated U.S.$0.8 million in equipment. In addition to consulting rooms and offices, the Center will have training and therapeutical wards; a gymnasium; a 10 x 6 meter swimming pool; and beds for 60 physically handicapped or maimed individuals. U.S. manufacturers and exporters of equipment for rehabilitation centers should send catalogs to Dr. Maria Jose Pinheiro de Almeida, Director, P.O. Box 1164, Lourenco Marques.

JAMAICA—The **Jamaica Mutual Life Assurance Society Office Building Project** is to start soon. Construction of the twelve-story building, the first phase of the project, is to be completed in two years. The architect's plans have been submitted to local building authorities, and are expected to be approved shortly. Construction of the second phase, which includes two other six-story office towers, is under negotiation, but the planned airline terminal office building has been abandoned. Overall cost is some U.S.$12 million. U.S. suppliers of central air conditioning plants, elevators, lighting fixtures, specialized structural steel, hardware and vinyl building products should contact: Architects: McMorris Sibley Robinson, 2A Caledonia Crescent, Kingston 5, Tel: 926-1670. Contractors: Caribbean Construction Co., Ltd., Harbour Head, Kingston 17, Te: 938-6221. Developers: Jamaica Mutual Life Assurance Society, Property Development Dept., P.O. Box 430, Kingston 5, Tel: 922-1820.

YUGOSLAVIA—Mr. Andreja Crvenica, Director General, Water and Sewage Co., Belgrade (Beogradski Vodovod I Kanalizacija, Kneza Milosa 27, Beograd, Jugoslavia) is interested in contacting U.S. firms in connection with **two projects now in the planning stage.** The first involves an existing ground water pumping station which feeds water at 200 liters per second into the city's potable water system. This station is located only 12 meters from a large artificial lake (Jezero Ada Cignmlija) which is heavily used for recreational purposes and thus constitutes a menace to the purity of the water from the pumping station. The project calls for **insuring the purity of the potable water** against contamination from the lake. The second project is larger and of longer duration, involving the **installation of a system which will draw water from the Sava River** near Belgrade, purify it, and feed it into the city's potable water system at the rate of 2,000 liters per second.

YUGOSLAVIA—Dalmatia's key commercial city of Split has a strong and continuing interest in expanding trade with the United States. The **following projects may offer prospects for U.S. capital and/or equipment:** a new dry dock at the Split Shipyard with capacity for building vessels of 350,000 tons; expansion of polyvinyl chloride (PVC) production at Jugovinil; modernization and expansion of cement production facilities at Dalmacijacement to add new capacity of one million tons per year; a new hydroelectric station, Zakucac II, 260 MW capacity; a gas-turbine, combined plant (50 MW) at Jugovinil. Interested U.S. firms contact Ivo Fabrio, Director of the Foreign Department of the Investiciono Komercijalna Banka, Jonica 7, 58000 Split, Yugoslavia. Tel: 42-997 or 41-955; Telex: 2161 YU IKBANK.

TUNISIA—Information on **new construction projects** over the next few years of interest to U.S. business is available from the U.S. Department of Commerce, Trade Opportunities Program, Rm 1322, Washington, D.C. 20230. The projects are cement plants at Thala & Gabes; gas pipeline from Algeria to Italy; Sidi Saad Dam; Sidi Salem Dam; petroleum refinery; ammonium nitrate plant, and glassware making plant in Tunis.

COSTA RICA—The Government of Costa Rica has firm plans for **improvement of its total public health infrastructure,** including educational and training programs for doctors, nurses, medical technicians, etc. During the next five years, excellent opportunities exist there for U.S. suppliers and producers of medical and hospital equipment, apparatus, and supplies. During this period, public and private expenditures for new and improved hospital facilities should approximate U.S. $31.35 million. Of this total, U.S.$4.8 million is to be spent for hospital and medical equipment and U.S.$26.55 million for new construction and expansion of present facilities. A report from the American Embassy in San Jose giving information on the above plans is available from U.S. Department of Commerce, Trade Opportunities Program, Rm 1322, Washington, D.C. 20230.

INDIA—The Gujarat State Fertilizers Co. Ltd. (GSFC), Fertilizernagar, Baroda, Gujarat State, has been licensed by the Government of India to **establish a plant** for manufacture of 30,000 tons of styrene, 10,000 tons of polystyrene, 4,000 tons of ABS (acrylonitrile-butadiene-styrene) and 500 tons of SAN (styrene-acrylonitrile).

THAILAND—A list of 29 firms or individuals granted by the Royal Thai Government's Board of Investment promotional privileges to build new first-class hotels in Thailand is available to interested **U.S. suppliers of hotel and restaurant equipment,** such as boilers, airconditioners, bed sheets, fire alarms, fire fighting equipment, catering utensils, etc. from the U.S. Department of Commerce, Trade Opportunities Program, Rm 1322, 14th & Constitution NW., Washington, D.C. 20230.

SYRIA—Several doctors in Damascus, all trained in the U.S., plan to build a **small, 100-bed, well-equipped hospital** for their private practice, primarily surgical. They have acquired the land and are now interested in finding American firms with technical and practical experts to build and equip such a hospital. Dr. Shami, who heads the group, notes that while they hope to find a firm which would handle the project as a package, i.e., building as well as equipping, local builders may have to do the actual construction based on engineering plans of U.S. firms. Firms interested contact Dr. M. M. Shami, Orient Hospital, Damascus. Tel: 330-795 or 330-745.

UNITED ARAB EMIRATES—Hilton is proceeding with plans to expand its hotel in Abu Dhabi. Plans now call for construction of 23-story tower containing about 200 rooms on land directly adjacent to its present building. Architects for this $10 million project are Michael Brashier & Associates, No. 11 Gaytere St., SW 1, P3HW London, England. Interior design will be done by Hilton's own firm, and the construction contract will be put out to international tender at still uncertain date. Interested construction firms and furnishing suppliers should contact Mr. Strand, President, Hilton International, Waldorf Astoria, New York, N.Y. 10022.

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